



PRIDE

BY THE BEACH

2025

Guide



JUNE 7 2025



12 PM-6 PM



MESSAGE FROM OUR DIRECTOR

I could not be more excited for Pride by the Beach 2025. This event is always a celebration of love, visibility, and community, but this year, it carries even more weight.

Across the country, our communities are facing increasing challenges. From attacks on LGBTQIA+ rights to policies that target immigrants, youth, and other marginalized groups. That's why Pride matters now more than ever! It's not just for us, but for every community that's been told to sit down, stay quiet, or disappear.

Pride by the Beach 2025 is how we are going to respond. It's a joyful, unapologetic reminder that we are still here, still thriving, and still showing up for each other. It's about dancing in the streets, connecting across differences, and building something stronger than hate: Community!

This year, Pride isn't just a party, it's a promise. To show up. To speak out. To keep building a world where everyone belongs. I hope you'll join us to celebrate, advocate, laugh, dance, and stand in solidarity.

With pride,
Roxanne Deatherage
Director, Pride by the Beach



**This year, we celebrate the 18th year of Pride
by the Beach, and our theme is BRAVE
Bold. Resilient. Authentic. Voice. Equality.**



Bold: Like a youth choosing joy in a world that tells them to shrink.

Resilient: Like the mother standing proudly by her child's side.

Authentic: Like every person in our community who refuses to hide anymore.

Voice: Because sharing these stories saves lives.

Equality: Because no one deserves less, not for who they are, not ever.

Pride Marshall



We are also incredibly proud to name Andry Jose Hernandez as our 2025 Honorary Pride Marshal. Andry is a Venezuelan asylum seeker whose story highlights the ongoing injustice faced by queer immigrants in this country. Two years ago, Andry fled Venezuela after facing persecution for being a gay man. He followed the legal process for seeking asylum, yet was unjustly detained and deported by ICE, sent to El Salvador without due process and without any connection to that country. It is vital that we make Andry's story known, not just to honor his courage, but to shine a light on the systems that continue to fail our most vulnerable. His story is not an isolated one. It is a call to action, a reminder that Pride is both a celebration and a protest. We must keep fighting for justice for Andry and for all those who are still waiting to be seen, heard, and protected.

MAIN STAGE SCHEDULE

2025

12PM

OPENING CEREMONIES

DJ INSPIRE

12:30PM

1-2PM

THE SAN DIEGO
COASTERS

2-2:30PM

GO SCARLETT

3-3:40PM

HEADLINER
JESSICA DURON

QUEEN OF PRIDE BY THE BEACH

3:45-
4:15PM

4:30PM

4:15-
4:30PM

MOLE D'VINE

DJ INSPIRE & FRIENDS TAKEOVER

COMMUNITY STAGE SCHEDULE

2025

12:10PM

DJ RHYTHMX

SPOKEN WORD BY MS. B I M I A

12:20PM

12:30PM

THE ERASERS

MR. EARL GREY

12:55PM

1:10PM

NASH & THE NASHTIES

1:45PM

MERYAHCOLOGY

2-3:30
PM

DJ RHYTHMX DANCE PARTY

DJ LEZ ORTIZ SCHEDULE

2025

12:30-
3:45PM

DJ VAN

SOULTRY SISTERS
MINDFUL MOVEMENT

12:30PM

1:30PM

SOULTRY SISTERS
MINDFUL MOVEMENT

SOULTRY SISTERS
MINDFUL MOVEMENT

2:30PM

3:30PM

SOULTRY SISTERS
MINDFUL MOVEMENT

Map



<https://www.pridebythebeach.org/festival-map>



List of Vendors



<https://www.pridebythebeach.org/festival-map>



Stage Spotlight



3:45pm Main Stage





Booth Spotlight



QUEEROSITY

It is a cozy affirming space for asking the questions you may have been too nervous to say out loud. Whether you're exploring your own identity or trying to better support someone you love, this is a space to learn without fear or judgment. Grab a drink, settle into a couch, and let your curiosity lead the way.



Booth # 403



ADVOCACY ZONE WORKSHOPS

**WORKSHOP #1:
REPRODUCTIVE JUSTICE
| 1:15 to 2 PM |**

**WORKSHOP #2:
IMMIGRANT RIGHTS
| 2:15 to 3 PM |**

**WORKSHOP #3: HOUSING &
HOMELESSNESS
| 3:15 to 4 PM |**



Zone Spotlight



**Want to help keep Pride by the
Beach
free for everyone?**

DONATE ♥



**Your donation makes it
possible!**





See you June 7th!

Happy
PRIDE!

