Southern Oregon Pride is the brainchild of its founder and President, Gina DuQuenne.

Six years ago, Gina and her wife moved to Ashland from Southern California where she enjoyed a very successful career in Hotel Hospitality.

Gina was instrumental in the planning stages of the LGBTQ West Hollywood Chamber, and she was very involved with Project Angel Food for many years. Gina took her vast expertise and brought together a few dedicated Gay, Lesbian and Straight people to implement her plans for Southern Oregon Pride.

Gina has always been a champion for equal rights for everyone! Since coming to the valley, Gina has been honored by Peace House and Oregon Action for her tenacity in activism.

OUR MISSION is to promote equality, peace, acceptance and basic rights for all....Serving the greater LGBTQ Community in Southern Oregon.

Southern Oregon Pride is a group of LGBTQ and straight people who have come together to educate others about unconditional acceptance and diversity. We are like-minded people who strive for equality.

Southern Oregon Pride had its first Festival in October 2009. Since then we have been, and continue to be, a stellar success.
As long as there are bullies, and as long as select groups of citizens are denied their State and Federal Constitutional Rights, there will continue to be a need for Southern Oregon Pride and its educational outreach events. Although it is written in the Constitution that we are all created equal, reality is that, sadly, inequality and prejudices still exist today.

"...being LGBTQ does not make you less human. And that is why Gay Rights are Human Rights and Human Rights are Gay Rights"

Secretary of State,
Hillary Clinton

Southern Oregon Pride is more than an annual event. Throughout the year, we work closely with Local, State and Federal organizations.

As is evident from the Civil Rights bus boycotts of the 50's, a small group of people can have a substantial economic impact on the many. We work diligently to attract tourism into Ashland, filling our stores, shops, hotels and theatres with business. Yes, there is power in the "queer" dollar! To this end, we created the SOPride Shopping Guide, an online and hardcover publication to guide our community to the businesses that support us. We all work hard for our dollars, and we encourage spending those dollars in LGBTQ friendly places. To ensure this, we will continue to bring in quality entertainment and quality guest speakers from a national pool.

At the end of each year, SOPride Festival gives a substantial percentage of our intake to a local non-profit......giving back to our community that has given so much to support us is important to us and is our way of saying.....

THANK YOU!

Your continued support makes it possible for Southern Oregon Pride to continue to be a voice heard throughout the Rogue Valley and beyond. There are many ways you can help, such as:

~Volunteer your time
~Volunteer your services
~Monetary donations through our website and our annual fundraiser or mail your check payable to SOPride:

SOPride
2180 Birchwood Lane,
Ashland, OR 97520

Your dollars are very important, and your time and efforts are needed and greatly appreciated.