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Boston Pride mobile app launches to help users celebrate LGBT Pride Week

Posted by Matt Rocheleau May 3, 2012 12:07 PM

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By Matt Rocheleau, Town Correspondent

A free mobile application that aims to offer another way for Boston's lesbian, gay, bisexual and transgender communities to connect was released to the iTunes Store this week.

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(Boston Pride / EDGE Media Network)



The [Boston Pride App](#) will include features allowing users to keep track of festivities during Pride Week in Boston, which is scheduled to be held next month, according an announcement from the organizations that created the app.

Designed and developed through a

partnership between [Boston Pride](#) and [EDGE Media Network](#), the app will also provide information about other official Boston Pride events, the announcement said. Users will be able to upload photos and connect with others.

The Boston Pride App became available on Tuesday for iPhone users to download for free the iTunes Store. The app is expected to soon be available for iPad and iPod Touch users to download, its makers said.

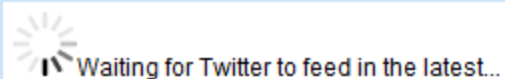
“The Boston Pride Committee has always been very forward-thinking in finding ways to celebrate our community’s achievements,” Linda DeMarco, president of Boston Pride, said in a statement. “This app is yet another example of the community connecting and coming together during this celebration.”

Boston Pride runs various LGBT events and aims to promote equality, unity and education. Also based in Boston, EDGE is a network of local LGBT news and entertainment portals.

“At EDGE, we believe that the LGBT community is a diverse, dynamic group of individuals,” David Foucher, chief executive officer of EDGE, said in a statement. “Developing this app is another way we achieve the goal of connecting members of the LGBT community together.”

“We’re pleased to be working with Boston Pride on this project and we look

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We're pleased to be working with Boston Pride on this project and we look forward to seeing people at Boston Pride Week using this app to enhance their celebration experience," he said.

Boston Pride Week 2012 will begin June 1 with an annual flag-raising ceremony at City Hall Plaza and is scheduled to run through June 10, organizers said. This year's theme is "Celebrating 30 Years of Worldwide Pride Movement."

For more details on Pride Week 2012, visit www.bostonpride.org.

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