

PRIDEJA MAGAZINE

#TransFacesOfPride Fetish love and Business

#PrideJa2017

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Model: Victoria Henley
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Retro Noir was inspired by the original classic films and iconic celebrities who made "La La Land" into the arts and fashion mecca it has become today. A variety of designers- both mainstream, obscure, and vintage- were utilized to give the editorial a unique and eclectic aura.

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#PrideJa2017

August 01 - 07, 2017



Pubisher's Note

PrideJA2016 was a huge success!!! The community showed up in a big way which demonstrated an increased trust in the organisation and for support of our work.

The numbers that showed up at Sports Day & Beach Picnic really gave me hope that together we can make the change necessary for us all to live a better life in here at home on this rock called Jamaica.

Showing our pride is more than putting on a parade to showcase who we are an out supporters. Our week long range of activities are a time to celebrate our own humanity and existence as part and parcel of this society. We cannot deny the role that LGBT Jamaicans have helped in shaping Jamaica and so we must continue to show up and shape the discourse about who we truly are...a diverse and colour set of people. So come out in your numbers this year and be bold and proud.

Happy Pride 2017!!!

Dane Lewis
Executive Director
Equality For All Foundation Jamaica



A Message From Equality Youth Jamaica

As the LGBT community embarks on its third celebration of Pride, Equality Youth sends heartiest congratulations to the people who continue to make these celebrations a possibility. The sponsors and donors, J-FLAG and the Pride Committee, and most importantly, the patrons who will come out to celebrate the rich culture and diverse people who identify as part of the LGBT spectrum.

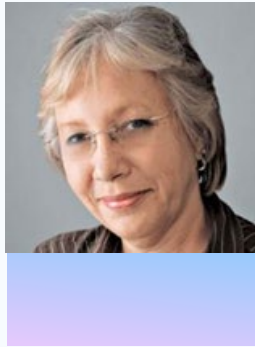
Each year when we come together for Pride, we are celebrating boldly in the face of oppression and hatred; we are standing up to those who would have us exist and suffer in silence. Indeed, we are claiming our right to Jamaica and all that makes it beautiful.

This year as we celebrate LGBT life and culture in Jamaica, the caribbean and the diaspora, we challenge our government to invest in and see the potential of all young people, including those from gender and sexual minorities. We look forward to seeing positive changes at the highest levels for LGBT youth to unlock their fullest potential.

As young people it is important for us to witness and be a part of the maturing of the LGBT community. It gives us hope and courage to carry the baton a little further, and we anticipate that Pride will grow exponentially in the foreseeable future.

We are waiting with bated breath for what will surely be an epic staging of Pride in Jamaica this year! Happy Pride!

Karen Lloyd
Youth Project Manager
Equality For All foundation Jamaica



A Message From Caribbean Vulnerable Communities

For too long the lives of LGBTI Jamaicans have had to be lived in secrecy and fear, shrouded by the stigma and discrimination of their fellow citizens who would have them denied their basic dignity and rights as human beings. Slowly but surely, the courage of the community has forced everyone to confront the cost of denial of that basic humanity.

Years ago in a now famous speech, Martin Luther King Jr. spoke of his dream of a world in which people are judged by the “the content of their character”. He also called it “the time to rise from the dark and desolate valley of segregation to the sunlit path of... justice” and spoke for those who find themselves in “exile in [their] own land”. He acknowledged that they had been “the veterans of creative suffering” and called on those in that position to “Continue to work with the faith that unearned suffering is redemptive”.

For CVC Pride celebrations and the rainbow flag symbolize the courage to rise above that “unearned suffering”. It symbolizes and celebrates that courage to call for full equality for LGBTI Jamaicans; the courage to demand respect; the courage to show to the world the full range of the humanity of LGBT Jamaicans and those around the Caribbean.

CVC is proud to be a part of the celebrations and calls on all Jamaicans to see, as Martin Luther King Jr did, that “Now is the time to make justice a reality for all of God’s children” to “lift our nation from the quick sands of...injustice to the solid rock of brotherhood”

Dr. Carolyn Goomes,
Executive Director,
Caribbean Vulnerable Communities



A Message From WE-Change

"WE-Change is extremely happy to support #prideja2017! WE're anticipating a highly successful and incident free week of Pride activities! As the celebration goes into its third year we reflect on the expertise, talents, resilience and persistence of our LGBT community in Jamaica and take the chance to remind all that an empowered group of people can transform communities. Look out for WE at all #prideja2017 events!"

Paige Andrew,
Associate Director of Policy and Research,
WE-Change



A Message From Transwave Jamaica

Congratulations to the PRiDEJA team on another staging of a week of events for pride in Jamaica. PRiDEJA has done a tremendous job cultivating and celebrating progress and resilience since the first staging of the event in August 2015. PRiDEJA showcases the strength of the LGBTQ community and the strides we are making towards curating spaces for ourselves. PRiDEJA recognizes how our struggles have fueled our triumphs and so we celebrate.

The TransWave Jamaica team has one more reason to celebrate. We are pleased to see that the Face of Pride this year is a person of trans experience. As an organization that advocates for the health and well-being of the transgender community in Jamaica, we are very excited about the added visibility and how this can have a positive impact for persons of trans experience.

This is another milestone for our community. We hope this will be an opportunity for our allies to gain insight into the lived experiences of persons of trans experience and continue the conversation around gender diversity, trans-inclusion and empowerment.

We are looking forward to an exciting week of events. We celebrate with you. Happy PRIDE!

Neish McLean
Co-Founder and Executive Director
TransWave Jamaica



A Message From Jamaica AIDS Support For Life



Into its third year, the Equality for All Foundation, also known as JFLAG, will be celebrating its week long Pride activities. For the LGBTQ community, Pride is not about celebrating one's "gayness"; rather, Pride is an opportunity and a space for self-affirmation, dignity and self-worth. Gay pride is also about demanding a socially inclusive country, free from discrimination for all people of lesbian, gay, bisexual, transgender and other gender minorities.

So why should we be bothered with Pride? How does it affect us? We are bothered because we still see persons being denied jobs, health care and other social protection services based on their sexual orientation and gender identity. We still see adolescents and youths being thrown out or removed from families and households for being lesbian, gay, bisexual, Trans or queer. We bother because we recognize all persons are created equal and should be provided with equal opportunities.

The Jamaica AIDS Support for Life for the past 25 years has been providing critical services to the LGBTQ population through the provision of safe space, psycho-social support, HIV prevention and treatment services to improve the health outcomes of the LGBTQ population. Through our advocacy efforts, JASL continues to challenge the status quo so that Jamaica can truly embody its motto of "Out of Many, One People" - born from the idea that all are created equal, endowed with unalienable rights to life, liberty, and the pursuit of happiness, in all our diversities. How apt that the event is being celebrated during August when we Jamaicans are celebrating independence and emancipation! These words "Out of Many, One People" are more than a pinnacle to strive for, they are principles we must promote every day as we interact with people. JASL has therefore lobbied for the modification of the anti-buggery law to no longer criminalize the sexual acts of consenting adults in private and we have pushed for protection from discrimination through the inclusion of 'sexual orientation' as a protected category in the Charter of Fundamental Rights & Freedoms.

As we celebrate JFLAG's LGBT Pride, let us take pride in our friends, families and neighbours whose gender and sexual identity may be different from ours. Let us stand with them in all their diverse forms without judgement and criticism.

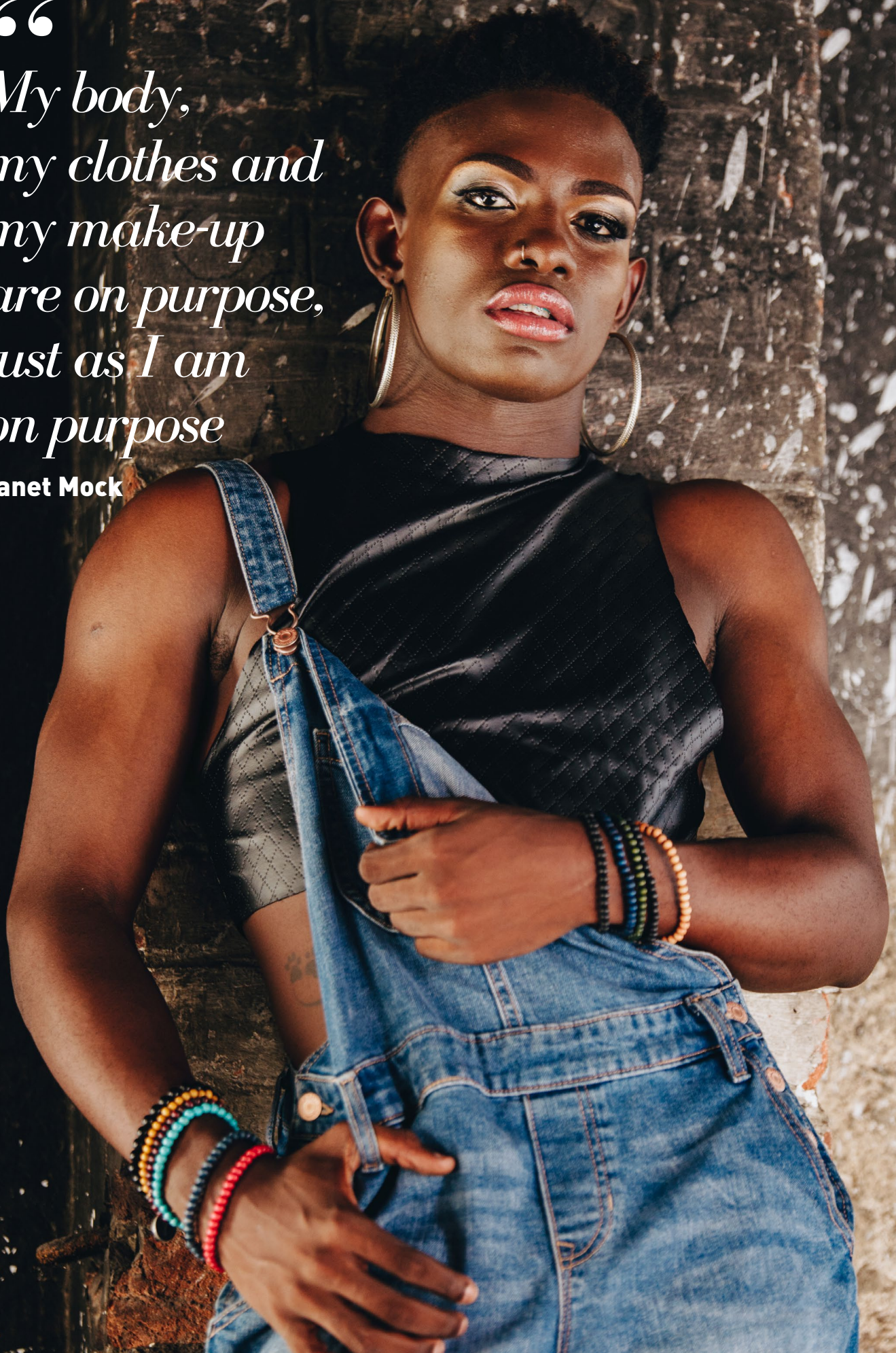
Pride is also about recognizing hope and how far as society we have come in changing our own perceptions and our own understanding of heteronormative values. It is on this basis that Jamaica AIDS Support for Life proudly stands with JFLAG as an ally of the LGBTQ community; and we wish our people a happy LGBTQ pride weeklong celebrations.

Kandsi Walton-Levermore,
Executive Director,
Jamaica AIDS Support for Life

“

*My body,
my clothes and
my make-up
are on purpose,
just as I am
on purpose*

Janet Mock





SLIP INTO SUMMER



WHITE DRESS



BOHEMIAN CHIC



SLOGAN TEE



THE COLD SHOULDER LOOK (OFF-THE-SHOULDER)

STRIPES



Fashion Slay

with AshSlay

Summer is here and I've got the the scoop on what to wear and a few style tips for you. If your going on vacation, beach, day parties, barbecue etc. whatever the occasion may be, you have to dress appropriately for the temperature if you want to be comfortable and still look stylish. They're so many trends but these are my must have for this summer.

1. **Slip Into Summer**
How to wear a slip dress eg. White tee or turtle neck and sneakers or with sandals, heels or mules.
1. **White Dresses**
Lace, Sheer, Maxi Dresses, OffTheShoulder Or Ruffles Etc.
2. **Slogan Tee**
A very cool way to Express your thoughts on your tee. This is such a great addition to your closet this summer by pairing it with skirt, shorts, pants, bikini bottom etc..
3. **Stripes**
4. **The Cold Shoulder Look (Off-The- Shoulder)**
5. **Bohemian Chic**

My most important style tips this summer is " Less Is More'. Stay away from too much color . Keep It Simple But Stylish And Comfortable.

Stay Fabulous xo
Love AshSlay
Happy Pride To All My Jamaican LGBT Family. #LoveWins

Ashley Gordon
Editor In Chief
IG @_ashslayblog_
www.ashslay.blogspot.com



International Fashion Feature

Victoria Henley: (Model) In addition to being selected out of 36,000 people to ultimately become Top 5 on Cycle 19 of America's Next Top Model, Henley has modeled for international labels including Nicole Miller, Mara Hoffman, Neiman Marcus, Saks Fifth Avenue, Avia Sportswear and has opened and closed for top designers in NY, LA, and Miami International Fashion Weeks. She has appeared on covers and in editorial preads for both mainstream and independent fashion magazines including Nylon, Vogue Italia, Seventeen, Runway Magazine, Raine, Modern Hair

and Beauty Australia and more. Victoria also runs her own company, Magnifique, through which she mentors, trains and develops over 3,000 models, designers/vendors and overseas. After being selected as a top finalist on ANTM a few years ago, she was shot as some pristine locations in Jamaica by Tyra Banks, and the area has since become a favorite travel and shoot destinations for the model. Be sure to connect with her on Instagram (@victoriahenley) and Facebook.com/quirkyvictoriafanpage to stay updated regarding her shoots and latest projects.

Graham John Bell: Graham John Bell is an Executive Creative Director based in Los Angeles CA, whom has shot live runway shows for NY/ LA Fashion Week and international campaigns, including the recent "Revolt" campaign for Liviara. Bell has also shot editorials for numerous international publications including Vanichi Magazine, and he specializes in high fashion, black and white images. Open to collaboration suggestions...additional work can be found at Commissioned Award winning photographer Graham John Bell portfolios and commissioned work.

PrideJa 2017 Guide

TUESDAY, AUGUST 01

8AM-5PM | Sports Day

WEDNESDAY, AUGUST 02

7PM-9PM | Open Mic Night

WED - THURS, AUGUST 02 - 03

8AM-6PM | PrideJA 2017 Conference

THURSDAY, AUGUST 03

8PM-MIDNIGHT | PrideJA Concert

FRIDAY, AUGUST 04

8AM-4PM | Day of Community Service

7PM-10PM | Movie Night & Bonfire

SATURDAY, AUGUST 05

6AM-10AM | Wellness Walk & Health Fair

12NOON-5PM | Family Funday

SUNDAY, AUGUST 06

7AM-MIDDAY/1PM | Breakfast Party

MONDAY, AUGUST 07

10AM-4PM | Pride Beach Party & Cooler

Fete

PRIDEJA 2017 CALENDAR OF EVENTS

AUGUST 1 - 7, 2017



@equalityJA



J-FLAG

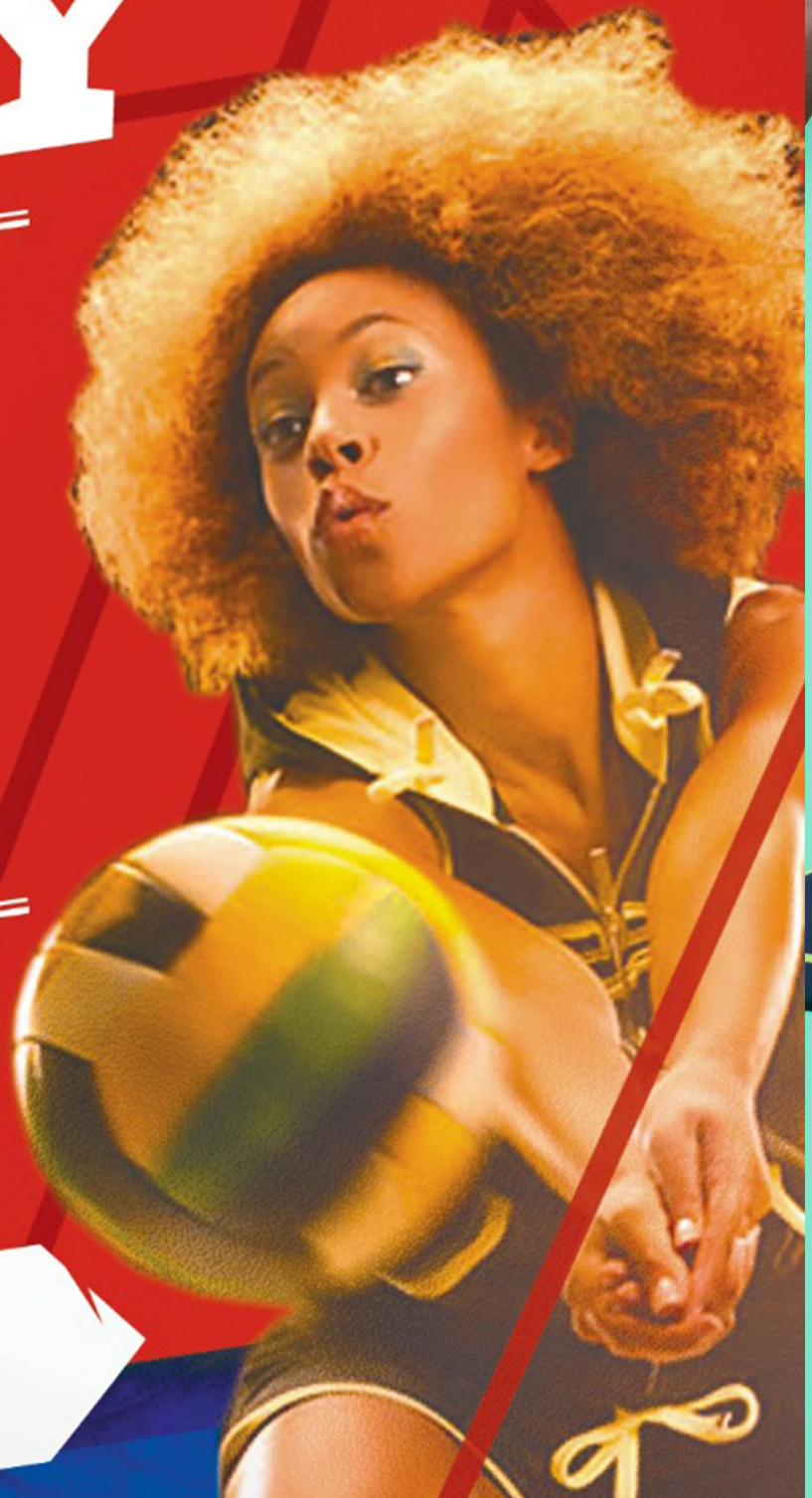


SPORTS DAY

NETBALL
VOLLEYBALL
FOOTBALL
CHEERLEADING
TRACK & FIELD

TUESDAY
AUGUST 1

8AM - 5PM





Style Guide

Sports And Health And Fitness

Track and field, volleyball, long or high jump, sports is not only a vital part of one's daily routines but also another avenue to express yourself through clothes while keeping it all fit and healthy. This style inspiration is for the health junkies and sports fanatics who will be turning it up at this year's Pride. This minimalistic athleisure ensemble is perfect for the Jamaican hot summery days, less is best they say, and for the tropics this time of year never been truer.

Pink graphic tee, Dark Blue track leggings with neon yellow hem lines, paired with dark blue and white Nike sneakers, all ties together with a stylish headband. This set look is perfect one advises you to play around with prints, textures, and colors to keep stylish in the most functional of ways.

CONFERENCE DAY 1 - AUGUST 2, 2017
All conference activities will take place at the Faculty of Law, UWI Mona

Time	Activity/Session	Notes	Venue/Room
09:00AM - 09:30AM	Registration	All conference attendees and panelists are being asked to register for day one of the conference	Alcove
09:30AM - 10:00AM	Hors d'oeuvres	All conference attendees will be served ahead of the start of the opening plenary	Alcove
10:00AM - 10:15AM	Welcome & Greetings	Dane Lewis, Executive Director, J-FLAG	Lecture Theatre 2
10:15AM - 12:00PM	Opening Plenary Celebrating LGBT life and Culture in Jamaica, the Caribbean and the Diaspora Moderator: Danielle Roper	<p>Suelle Anglin: In the midst of the maladies of Jamaica, how do LGBTQ people find joy and reasons to thrive and celebrate life?</p> <p>Jaevion Nelson: What are the best examples in the Caribbean for building, sustaining, and celebrating the regional LGBTQ movement?</p> <p>Andrew Campbell: What lessons of resilience and hope can Caribbean advocates, activists and artists learn from LGBTQ Jamaicans living in the Diaspora?</p>	Lecture Theatre 2
12:00PM - 02:00PM	Lunch/Halo Pop Week	<p>We are encouraging conference participants to have lunch at one of the restaurants participating in OutCaribe's Halo Pop Week.</p> <p>These restaurants are rated Friendly for LGBT people and allies.</p> <p>Recommended restaurants are Opa! Chilitos & Tea Tree Creperie</p>	<p>Tea Tree Creperie is located at 80 Lady Musgrave Road, Kingston</p> <p>Opa! is located at Devon House, 26 Hope Road, Kingston</p> <p>Chilitos is located at 88 Hope Road, Kingston</p>
02:00PM - 03:15PM	Parallel Sessions 1 & 2	<p>Documenting Difference Moderator: Suelle Anglin</p> <p>Diana Fox: Screening of Many Loves One Heart: Stories of Courage and Resilience. This documentary highlights several central characters, whose stories represent different aspects of the Jamaican struggle for LGBTQ rights, interspersed with commentary from activist and academic allies and scenes from Jamaica's second PRIDE celebrations in 2016.</p> <p>Kimberly Henry: A fine arts, photographic representation of gender fluid and androgynous people.</p> <p>Creating Safe Spaces Moderator: Taitu Heron</p> <p>Madeline Green: An interactive discussion on and with women on their spaces having an holistic impact on LGBT people in Jamaica and the Caribbean.</p> <p>The Tambourine Army: Creating spaces dialogue and healing spaces that are rated friendly for women in the Jamaican LGBT community</p>	Seminar Room 1
03:30PM - 04:45PM	Parallel Sessions 3 & 4	<p>Academia & Activism Part I Moderator: Glenroy Murray</p> <p>Keneil Grey: A critical evaluation of attempts at realising the benefits of academia and activism within the Jamaican-Caribbean context, and proposing a suite of best practice considerations to create more opportunities for collaboration.</p> <p>Matthew Chin: The Gay Freedom Movement: Drawing from an ongoing historical study of LGBT activism in Jamaica in the 1970s and 1980s. This presentation considers the advantages and challenges of research geared toward social change from a community-based perspective.</p> <p>Advocacy that Works Moderator: Nadeen Spence</p> <p>WE-Change: Clearing the path for LBT women in Jamaica: the development of impactful, intersectional programmes which promote justice and equality.</p> <p>Parea Suriname: Best practices in Suriname: Coming out Week & Declaration of Paramaribo</p>	Seminar Room 1
04:45PM - 05:00PM	Closing Remarks	Jaevion Nelson, Director of Projects & Strategy, J-FLAG	Lecture Theatre 2

CONFERENCE DAY 2 – AUGUST 3, 2017
All conference activities will take place at the Faculty of Law, UWI Mona

Time	Activity/Session	Notes	Venue/Room
09:30AM - 10:00AM	Registration	All conference attendees and panelists are being asked to register for day two of the conference	Alcove
10:00AM - 11:30AM	Parallel Sessions 5 & 6	<p>(W)Holistic Advocacy Moderator: Karen Lloyd</p> <p>Renaë Greene: Exploring the need for a diverse range of sexual and reproductive health (SRH) services towards the holistic well-being of LGBT people living in Jamaica.</p> <p>TransWave: Going beyond conducting HIV interventions and lobbying for transition related healthcare, because that is more than what the transgender community needs to thrive.</p> <p>Academia & Activism Part II Moderator: Glenroy Murray</p> <p>Kai Small: This paper explores the historical and geographic context for considering the theoretical concept of the queerness of blackness in Jamaica as a model for political alliance and action.</p> <p>Dr. Andrew Campbell: Exploring the value of undertaking authentic and accessible research about Jamaican LGBTQ people, and encouraging scholars and educational leaders to increase the body of knowledge about the Jamaican LGBTQ community. We are encouraging conference participants to have lunch at one of the restaurants participating in OutCaribe's Halo Pop Week.</p>	Seminar Room 1
11:30AM - 01:30PM	Trade Show & Lunch	<p>These restaurants are rated Friendly for LGBT people and allies</p> <p>Recommended restaurants are Opa! Chilitos & Tea Tree Creperie</p>	Alcove Tea Tree Creperie is located at 80 Lady Musgrave Road, Kingston Opa! is located at Devon House, 26 Hope Road, Kingston Chilitos is located at 88 Hope Road, Kingston
01:30PM - 02:15PM	<p>The Promoters' Plenary</p> <p>A look at progress in the Jamaican LGBT movement within the context of dancehall and entertainment spaces</p> <p>Moderator: Glenroy Murray</p>	<p>LGBT Event Promoters: A panel of LGBT event promoters will discuss how they engage dancehall and entertainment spaces in Jamaica as part of their activism and partnership with J-FLAG. They will explore progress within the context of dancehall, as well as the challenges experienced by the community, and how they work to overcome those challenges.</p>	Lecture Theatre 2
02:15PM - 03:30PM	Parallel Sessions 7 & 8	<p>Ivan Cruickshank Garth Minott D. Marcus Williams: An exploration of the use of Religion and Spirituality as a strategy to build resilience among LGBT Jamaicans and offer recommendations for including spirituality in LGBT 'whole person' programming'</p> <p>Artivism & Homophobia Moderator: Carla Petite</p> <p>Ulelli Verbeke: A Photographic Expression of LGBT People</p> <p>OutLoudJA: Photography as Advocacy and Activism in the face of homophobia and transphobia</p>	Seminar Room 1
03:30PM - 05:00PM	Trade Show, Hors d'oeuvres	<p>This will be the final opportunity to engage the participating LGBT owned and LGBT friendly businesses and service providers.</p> <p>Hors d'oeuvres will be served ahead of the closing plenary at 4:00PM</p>	Alcove
05:00PM - 06:30PM	<p>Closing Plenary</p> <p>The Future & Sustainability of LGBTQ Movements in the Caribbean</p> <p>Moderator: Nadeen Spence</p>	<p>Renaë Green: What are the prospects and possibilities for the Jamaican LGBTQ movement in the next 5 years?</p> <p>Joel Simpson, Executive Director, Society Against Sexual Orientation Discrimination (SASOD) Guyana How can advocates, activists and artists carve out safe havens and respites for self care as they grow and strengthen the Caribbean LGBTQ movement?</p>	Lecture Theatre 2

CONFERENCE DAY 2 – AUGUST 3, 2017

All conference activities will take place at the Faculty of Law, UWI Mona

Time	Activity/Session	Notes	Venue/Room
6:30PM - 7:00PM	Award Ceremony & Closing Remarks Elton McDuffus & Rochelle McFee	Glenroy Murray: What role can the Caribbean Diaspora and the local business community play in the sustainability of Pride Jamaica? Presentation of the PRIDE Jamaica Awards 2017 in the following categories: The Larry Chang Lifetime Achievement Award The Dane Lewis Community Leadership Award The Karlene Williams Clarke Community Service Award The Yvonne McCalla Sobers Ally of the Year Award The Jamaica Teas Business of the Year Award Hybrid Entertainment Small Business of the Year Award The J-FLAG Organisation of the Year Award The Javed Jagai Youth Excellence Award	Lecture Theatre 2





August 04, 2017
To volunteer email
info.prideja@gmail.com



PRIDE JA *Concert*



THURSDAY
AUGUST 3

8PM - 12AM





Style Guide

Pride Concert and Conference

Pride is a serious thing, we all celebrate liberation and freedom as a people. Now Pride concert and conference I'm sure we all want to look our best with even a best dress competition afoot.

bright colours are tricky, believe it or not. It takes a great deal of thinking and experimenting to pulling off green tribal print, red loafers, black long sleeve shirt adorned with a chunky beaded necklace, very Afro-centric. Trends and styles are eternal but it you play around just enough you'll get the perfect look. Mix and match, cheap and clean.



Style Guide

Open Mic Night & Movie Night

Cuddle up and get cozy with your date, or chill with friends, that's what Pride's Open mic night and Movie night is all about. On these nights, one understands that fashion isn't at the helm of thoughts as one just wanna wear whatever and lyme, celebrating intimacy and friendships. However, as the great Rachel Zoe said, "Style is a way to say who you are without having to speak" and in light of #PrideJa2017 what best way to say who you are than through the clothes you wear.

Staying true to the minimalist allure, black and white is the perfect option on these relaxed occasions. For the Gents, black shirt, white pant and a comfy white shoes (loafer, sneakers etc) would be perfect, for the girls, a cute black mini-dress (optional) with a white sandal enhanced with a simple stud earring and necklace will most definitely have you standing out while remaining comfortable.



OPEN MIC NIGHT



WEDNESDAY
AUGUST 2

7PM - 9PM



MOVIE NIGHT & BONFIRE



FRIDAY
AUGUST 4

7PM - 10PM



BREAKFAST PARTY

SUNDAY, AUGUST 6



7AM - 1PM

SPECIAL GUEST
BIG FREEDIA

A man with a goatee and sunglasses is smiling and posing against a teal background. He is wearing a short-sleeved, button-down shirt with a white floral pattern on a dark blue background, paired with bright pink shorts and brown leather sandals. He has a gold watch on his left wrist and a gold bracelet on his right wrist. The text 'Style Guide' is written in a large, elegant, black serif font over the left side of the image.

Style Guide

Breakfast Party

Breakfast is the most important meal of the day, and fashion, that is of vital importance too! lol All jokes aside when one hears “beach picnic” shorts, sandals, wedges, pumps and a plethora of styles run wild in mind. This is the perfect opportunity to explore with proportions and of course, colors, prints, and textures. A breakfast party is a rather stylish event for the fashion forward and the chic alike but don't worry Ash is here to help.

Pastel is a great palette to play with, tone it down with something from the nude colour scheme for a trendy European ensemble.



BEACH PARTY & COOLER FETE



MONDAY
AUGUST 7

10AM - 4PM

10AM - 4PM

Style Guide

Beach Picnic & Cooler Fete

How does fashion come into play at a place where little to no clothes is required? Well funny enough, one can be stylish in every single aspect of their social life. The beach is a place where most go to just let it all go and unwind without having to think about what they're going wear. One's best friend in these instances are colors, length, (yes length), textures and prints, there is countless ways one can mix and match and still be chic for the beach or simply a water party. Here is a nudge in the right direction selecting your outfit for this years Pride beach picnic and Cooler fete.

- Shades.
- light top (optional)
- Shorts, bikini, or speedos (Comfort is first, though it might be the beach or water party, wear what you are most comfortable in)
 - Water shoes, sandals or wedges.

PS- Don't be afraid to up your style a notch by adding jewelry, adornments and cover ups.





FAMILY FUN DAY



NOON - 5PM

**SATURDAY
AUGUST 5**

NOON - 2PM

12:00 PM

Pride Committee and Promoters Big up

Pride Jamaica 2017 is going to be a special celebration for the LGBT and ally community in Jamaica, the Caribbean and the Diaspora.

The celebration has grown significantly since the first staging in 2015. We've added a number of new and exciting events and activities to cater to the multiple and diverse needs of the community and those who support us. We also recognised over the past few years that the bolder and more visible the community becomes, the more diverse their needs will be in terms of accessibility to safe events and spaces. Pride Jamaica offers us a unique opportunity to create these multiple spaces and activities that foster community development and inspires hope that Jamaica will become a more hospitable place for all of us to thrive. Pride Jamaica is possible because of the support from local and international organisations and the local business community. We are also humbled by the support from the Diaspora and we hope that the theme of 'Celebrating LGBT Life and Culture in Jamaica, the Caribbean and the Diaspora' is an indication that we value and appreciate the role of the Caribbean Diaspora in building and sustaining the Jamaican LGBT movement. There is so much to learn from those who have lived here and have migrated to countries that are more friendly to the community.

There is even more to learn from the hardworking, fearless men and women and genderqueer people who are on the ground every day pushing the envelope in Jamaica for the LGBT community. We're talking about LGBT event promoters. Since 2016 J-FLAG has been partnering with LGBT event promoters to expand

the reach of our work and increase our engagement with the community. Because of this partnership with promoters we also have a better understanding of the diverse needs of the community and more insight into how we can engage mainstream spaces and even spaces that are unfriendly to the LGBT community, without compromising our safety. The promoters teach us every day what it means to be activists and being on the battlefield, working in a country that is not always friendly to the LGBT community. They also teach us the multiple ways in which we should look at and measure progress. Only committed LGBT event promoters could actively engage inner-city or poor urban communities known for homophobia and months and years after actively engaging such spaces, begin to see evidence of changing attitudes. And because they know through their own work and effort that change is possible, they believe in what we do and continue to ensure that the community believes too. Much of the growth of Pride Jamaica must be attributed to our LGBT promoters, and we hope that they know we value and appreciate their work and commitment. We are excited about the discussion they will lead during the Pride Jamaica International Conference about advancements in the Jamaican LGBT movement.

When we work together as a community, we can do the impossible. And Pride Jamaica is all about possibilities, hope, resilience, and building community.

Latoya Nugent

Director of Education and Training
Equality For All Foundation Jamaica



Transgender.
Resilient.
Thriving.



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From August 1-7th I get to be with my family. In essence that's what Pride represents. Being with people that understand, accept, and love you, no matter what.



My name is Zion Cole, I am a man of trans experience and for a long time I battled with being who I really was. In fact, I lied about it for the greater part of my life. Each day the lie drained me more and more and I couldn't keep up the façade any longer. I stopped wearing clothes that didn't feel right on me. That included, dresses, skirts, etc. I was tired of wearing them in hopes that I would make my mother happy at the expense of my own happiness. I started living for me and soon everything else began falling into place.

I knew I was different as early as basic school. As I said, dresses were never really my thing and I didn't like not fitting in with the other boys too much. Well, times have changed and not fitting in is now one of the most beautiful things about me. I accepted that I was a different kind of man when I was about to turn 22 and also anticipated that my life would have been much harder. To my surprise, it wasn't. I became more confident and more outspoken. A lot of things changed and yes, I had cried more than I ever did before, but there

was this happiness that resurfaced every time I thought about how far I had come.

Being a man of trans experience living in Jamaica sounded like a farfetched fairytale, before now, just as Pride did. Yet, here we are celebrating our third year of Pride. I was never here for the first one and only made it to one event for the second. I couldn't be more excited that for the first time I get to experience all the events. Not only that, but I'm in PrideJa's Magazine and that is an achievement that I will forever remember.

From August 1-7th I get to be with my family. In essence that's what Pride represents. Being with people that understand, accept, and love you, no matter what. Hopefully, in the years to come, we'll have more people from the community and allies who aren't afraid to celebrate with us. Jamaica is one the best Caribbean tourist attractions and Pride will be one of the experiences that people will come to celebrate. People from all walks of life, from all around the world.

It will only get better each year. Every year more persons are inspired to be themselves. Every year less people are afraid. Every year we appreciate the experience even more.



The Secret Behind Fetish Secretz

1. How did the idea of a sex toy business come about and how long has fetish been in business? The idea was so random, was out shopping with a friend for a sex toy could not find what we were looking for so we decided to start open sex toy store. We have been incorporated since March 2009.

2. How difficult was it to start a business as an open lesbian in Jamaica? It's hard to be in the adult novelty business, "No pun intended". There are a lot of barriers to entry, banks won't take your account, manufacturers won't give you products, debates about whether sex toys promote unrealistic expectations, you can't advertise mainstream and so on, and then acknowledging the fact that we live in a heteronormative society, and doing something against the social norm is just going to take more drive if people think your idea is weird. We remain focus, open mind and responsible leadership by creating a sense of empowerment among employees and by setting an industry standard that can pave the way for change across society, we embrace people for who they are, not who they love and Fetish Secretz promotes diversity but change will not come over night in society, but making it happen gives you an amazing feeling of accomplishment.

3. Would you say it is difficult to manage your professional and business life since you work together? Lol NO its not, we always have to manage our time and separate work from play, we create a schedule and try to stick with it especially with our kids, we strike a balance at all times still expecting crossover situations, its actually fun due to the nature of our business - being a gay couple also gives it the perks





4. How did Nikki and Sade meet? Lol we were both introduced through a mutual friend, first we were friends for a very long time, six years later we developed an inseparable bond between our souls.

5. What is the most irreplaceable thing about your partnership/bond? SB: Firstly our friendship before anything; being friends first makes everything else easier, we connect on a day to day basis talking about friends, stressors, life dreams, values and most importantly our family our kids. Secondly is the support, reassurance and intimacy, thirdly our spirituality balance the rational aspects of your partnership it keeps our life orderly and our partnership secure, and we never forget to play.

Nikki: lol everything about Sade is irreplaceable it's impossible to replace to Sade, we are too much alike, we understand each other in every way, and we communicate differently. The love she for me is from the soul, there is nothing in this world that is too good for Sade to do for me, she corrects me when am wrong, she's a true Queen and my forever.

6. Fetish Secretz seems to be a very loved brand online, what's your secret to maintain a great business? For us at Fetish it's never about how much money we make or how great your business will be for us, our secret is to

always serve a purpose we value or product and service that we do offer. Nicole and I want to make a difference in this industry we have done perpetual learning by exploring and learning new things daily visiting seminars, expos working with a sexologist and so on, we remain sociable at all times we never fear our idea being replicated we talk to people, we conduct interviews "what would you like us to have, what do you think about our product or service etc", we create a need that people want. What gets measured gets improved, we are always optimistic of feedbacks which is very important in all business, to maintain our brand digitally, websites and social analytics help guide our online presence and align it with our business values, see what customers are saying, but better yet, see what is being said about the competition and then brand our self accordingly.

7. Do you have any plans regarding expansion? We have been collecting data, listening to customer's feedback, doing our market research, with all that we want to add value and be responsive to our customers' needs by definitely expanding Fetish Secretz Island wide and to the Caribbean.

8. What do you value most about each other's work ethic? SB: Nicole thrives on the challenge to excel in any environment and situation, her strong dedication to customer service at all times is our greatest strength in the company,



also her commitment to sales and quality which is the basis of our competitive advantage. I value her authenticity, boldness, can do attitude, creativity, diversity, hard work, inventiveness enthusiasm and most of all supportiveness.

Nikki: I value the fact Sade is a workaholic and very hardworking, because of Sade Fetish Secretz is growing more rapidly, the both of us strive off success it just works lol Sade is always hungry wants the next dollar, want to make the next move.

9. Do you have a confidentiality policy? “Your Fetish Our Secret” Yes they do. We are committed to protecting our customer’s privacy both in store and online, we NEVER share our customers’ personal information with anyone.

10. What’s the strangest request you’ve gotten from a customer? Lol a customer has requested a kim Kardashian blow up doll, they always always always request toy demonstration or live sex.

11. What advice would you give to young aspiring LGBT people? Be yourself, know when to listen to others and when to listen only to yourself, most importantly be able to establish your goals and commit to your plan.

12. What is your hope for Jamaica in the next 5 years? Supporting the rights of the LGBT community, substantial and sustainable economic growth, level of job creation, business start-ups, wealth creation, stop using our Jamaican people as ATM’s we need tax reduction.

13. Do you think there is room for more LGBT owned business in Jamaica? “Less about the world as it has been, and more about the world as it should be and can be.” Barack Obama. We were once the most homophobic place on earth, but things and times have been changing, our community has been breaking barriers. So there is definitely room for more LGBT owned businesses.

14. What can we expect from Sade and Nikki in the near future? Positive thinking is powerful thinking, we want happiness, fulfillment, success and inner peace, we want to remain focus on the bright side of life and expect positive results, progress and *wedding bells* of course.

15. Give us 2 secrets of Fetish Secretz

1. All our employees are from the LGBT community lol it’s not intentional
2. We only buy from the manufacture themselves

BETTER TOGETHER

Toronto Pride Highlights





Tambourine Army

#March11March





Social Sightings









CREATING AND

MAINTAINING

A LEGACY OF

COURAGE AND

JUSTICE



EqualityJa

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