

# News Release

June 01, 2015

City of Edmonton

## Walkin' on a rainbow

The City of Edmonton is installing three temporary rainbow-coloured crosswalks along the southside Pride Parade route. The crosswalks will bring new life to public space while increasing awareness of this week's Pride Festival.

"These crosswalks exemplify CITYlab's goal to test and try new things in Edmonton," says Jeff Chase, Senior Planner for CITYlab. "We want to try new and creative ideas throughout our city and also we are all proud to support Edmonton's Pride Festival."



The crosswalks will be installed at these locations:

- 108 Street and 82 Avenue
- 106 Street and 82 Avenue
- 84 Avenue and 104 Street

The crosswalks are the result of collaboration between Transportation Services, CITYlab, and the Old Strathcona Business Association.

"The City of Edmonton supports a civic culture that is innovative and inclusive," says Dorian Wandzura, General Manager, Transportation Services. "We're pleased to help promote diversity in our community with this collaborative effort."

Now in its 35th year, Edmonton's Pride Festival showcases the unity and diversity of the lesbian, gay, bisexual, trans-identified, queer community and its allies. This year the parade route will go through Whyte Avenue and the Old Strathcona neighbourhood starting at 11 a.m. on Saturday, June 6.

### For more information:

Visit [edmonton.ca/city\\_lab/citylab-current-upcoming-projects.aspx](http://edmonton.ca/city_lab/citylab-current-upcoming-projects.aspx)

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