

# IT'S A PRIDE THING

## Syfy, USA Partner with GLAAD to Celebrate Pride Month

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USA Network and Syfy will show their pride by partnering with GLAAD for a multiplatform campaign spotlighting positive representation for the LGBTQ community throughout June, which is National Pride Month.

Both NBCUniversal-owned networks will feature Pride-themed marathons, custom short-form videos, PSAs, podcasts and other content.

"During a time when many Pride events have been cancelled, Syfy and USA are offering viewers a place to celebrate and feel celebrated with specialty content in honor of National Pride Month," said Chris McCumber, president, USA and Syfy, in a statement. "We are so grateful for GLAAD's partnership and advocacy towards positive representation, and look forward to joining together to celebrate the LGBTQ+ community throughout June."

"Syfy and USA each have long histories of sharing LGBTQ stories that entertain, enlighten, and inspire and this Pride month will bring empowering content and series to fans all over," said GLAAD Chief Communications Officer Rich Ferraro, also in a statement. "During a Pride month when many LGBTQ community members will not be able to gather in-person, LGBTQ visibility matters more than ever and Syfy and USA's content will help to ensure the spirit

of Pride still shines bright."

Syfy's campaigns is led by the Syfy Fangrrls, the network's hub for female and nonbinary voices. And the network's Pride campaign twists its tagline from "It's a Fan Thing" to "It's a Pride Thing" throughout the month.

In June, the network will feature marathons, stunts and access to its queer-friendly programming across its linear and VOD platforms.

Offerings include Wednesday marathons of Wynonna Earp, specially featuring episodes that showcase the series' beloved lesbian couple Waverly Earp (Dominique Provost-Chalkley) and Nicole Haught (Katherine Barrell). Running throughout the marathons are interstitials and other custom content of fans talking about how the show has impacted their lives.

Wynonna Earp #WayHaughtWednesdays

Wynonna Earp #WayHaughtWednesdays will run Wednesday mornings throughout the month.

Syfy also will run Thursday morning marathons of one-time syndicated drama Xena: Warrior Princess, which has become iconic for many members of the LGBTQ community. Throughout will be threaded Xena stars Lucy Lawless and Renee O'Connor discussing representation, as well as fans talking about how the series has influenced them.

Xena: Warrior Princess #TBT

Syfy also will air the season finale of Vagrant Queen, based on the Vault Comics series and hailing from an all-female team of writers and directors, on Thursday, June 4 at 11/10 p.m. ET/CT.

Meanwhile, Syfy Fangrrls will stay busy providing tons of fun content throughout the month using its website as an editorial hub. Among the offerings are the "Strong Female Characters: Uncoded" podcast, well as recommendations on books, comics and movies; games; fan fiction; conversations and more.

USA is programming marathons of Law & Order: SVU and Modern Family. The SVU Marathon will run all day on Sunday, June 7, and be hosted by actor BD Wong with custom wraps and resources pages from GLAAD.

Additionally, the channel is airing a series of "Talk Stoop" interviews during Pride Week (Monday, June 1 through Friday, June 5) and on YouTube all

month long. These interviews will be hosted by Nessa Diab and include conversations with Carson Kressley, Gigi Gorgeous, Wanda Sykes, Natalie Morales, Cynthia Germanotta, Jonathan Adler and Simon Doonan.

USA also will feature custom logos and PSAs throughout the month.