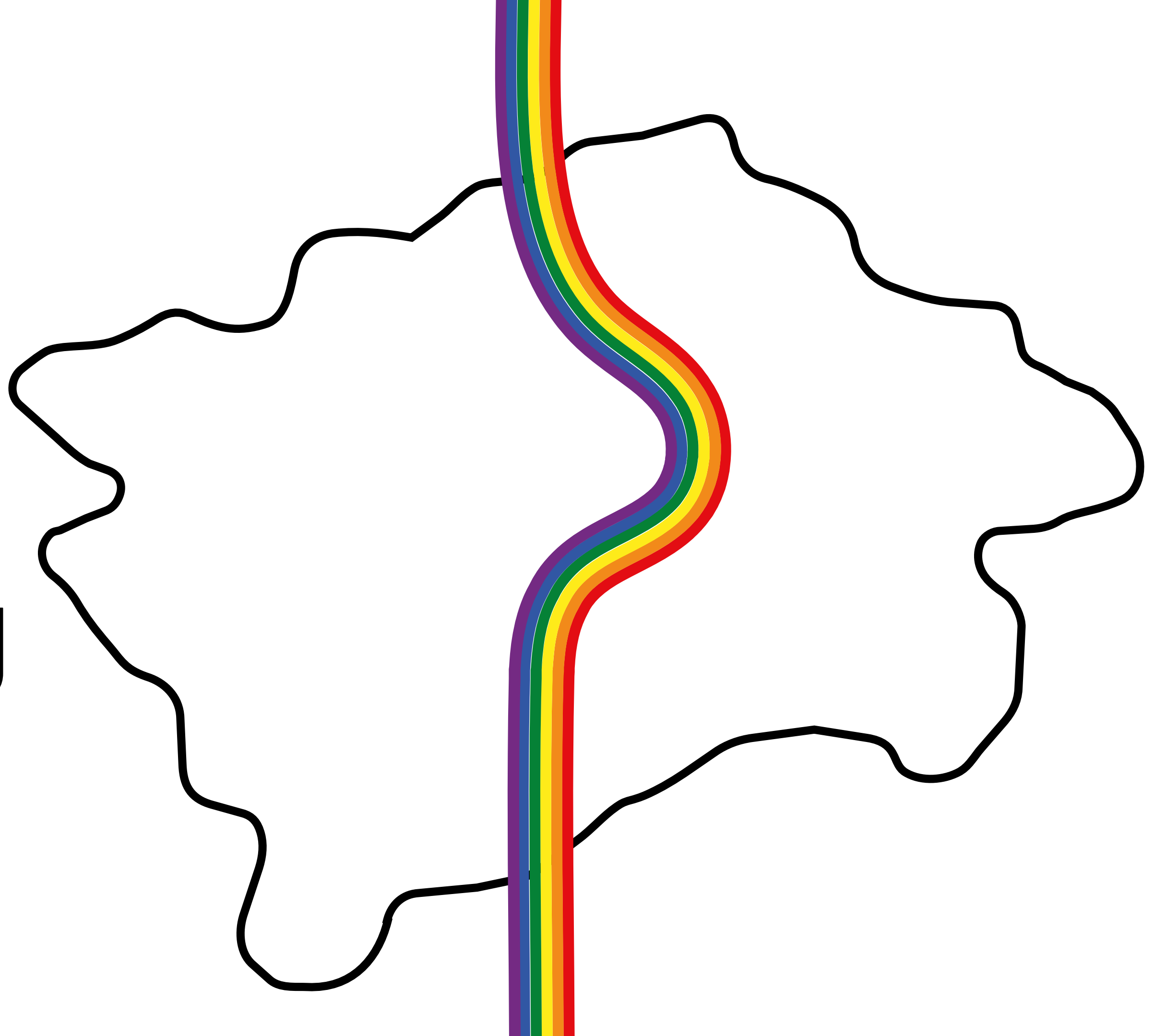


Final Report

Times Are Changing

Prague Pride Festival

3. 8. – 9. 8. 2026



MAIN THEME OF THE FESTIVAL

We live in liquid times. A time when everything is in motion—language, culture, political representation, rules of co-existence, and the very perception of who we can be.

Transformation brings relief to some, while posing a threat to others. Yet for all of us, it means having to find our own way to navigate it, time and time again.

Queer history is a history of adaptation, resistance, and the creation of new narratives. We know how to adapt our ways of living, build traditional and non-traditional families, and redefine love, the body, language, and home. We know how to pick ourselves up when things get worse. We know that what is today may not be tomorrow.

Queer communities are a laboratory for the future. What seems radical today will be normal tomorrow.

RIGHT NOW:

The political map is shifting, and with it, the space for human rights.

Language is evolving—how we speak about ourselves, others, and the world.

Structures of power and community structures are transforming.

Prague Pride is changing.

Change is sometimes fought for, sometimes forced.

Sometimes it sets us free, sometimes it hurts.

Sometimes it comes gradually, sometimes all at once.

But change is life. And **times are simply changing.**

WHAT MADE THE 16TH EDITION UNIQUE

- ◆ **For the first time in 13 years**, the main Saturday Pride Parade didn't end at Letná, but reached Štvanice Island, where Pride Park and the festival finale also moved. Special thanks to Marek Ztracený for the opportunity!
- ◆ **3000 people** supported the festival by purchasing the suggested contribution.
- ◆ The festival took place in **the shadow of the recent terrorist attack on Pride in Berlin**—participants honored the victims with a minute of silence at Wenceslas Square.
- ◆ **Toyen became the first voted Greatest Czech Queer Figure**—the festival hosted the historically first Greatest Czech Queer Person poll.



OVER 200 EVENTS IN THE PROGRAM



The Rainbow Parade marched from Wenceslas Square via Na Příkopě, Náměstí Republiky, Celetná, Old Town Square, Pařížská, and the embankment all the way to Štvanice—covering the route in two and a half hours with an estimated **45,000 participants**.



For the first time in festival history, we relocated from Letná to **Štvanice**—where queer artists from Germany and Switzerland performed on the main **Green Stage by Event Universe**. The headliner was former professional footballer turned singer **Naomi Lareine**, symbolically during the World Cup year.



The Purple Stage by Durex hosted a panel debate on the connection between the fossil fuel industry and attacks on women's and queer rights, raising crucial systemic questions about modern LGBTQ+ discrimination. The gloom was lifted by the first-ever Pride Karaoke at the end, which was a huge hit.

OVER 200 EVENTS IN THE PROGRAM



Pride Village at Shooting Island was bustling all week from Monday to Friday—featuring a Belgian DJ set in collaboration with the Embassy of the Kingdom of Belgium, **the Stage Out** talent show, a picnic Thursday, and numerous other performances and workshops, including the Waacking Inferno dance show, a woodcarving corner, a bead-making workshop, and a cute adaptation of the internet trend of eating pudding with a fork.



The festival opening on Monday featured **Jan Cina** as the drag persona Chica Checa Pala Santa, created for Šimon Holý's new film.



The final Friday night at Pride Village belonged to the traditional queer femme party **BOBR Presents: Eurotrash**, featuring British drag queen **Ginny Lemon**, who visited the Czech Republic for the very first time—and hopefully not the last.

OVER 200 EVENTS IN THE PROGRAM



Other venues offered a rich program as usual, such as **Pride House** with lectures focusing on current issues from the lived experience of LGBTQ+ people, as well as the community-focused **Pride Youth** with programming for young people.



For the first time, the festival did not receive patronage from any cabinet minister—following the autumn 2025 elections, the new ministers did not join the festival effort. Patronage was extended by Prague Mayor Bohuslav Svoboda, Deputy Mayor Jaromír Beránek, Mayor of Prague 1 Terezie Radoměřská, and Deputy Mayor of Prague 7 Hana Třeštíková.



The week-long festival was traditionally opened and closed by Sunday religious services by the Logos association.

We discovered that even as times change, Pride stays with us. <3



FESTIVAL IN NUMBERS

- ◆ **95 000 people** visited the festival during the whole week
- ◆ **45 000 people** marched in the parade
- ◆ Nearly **200 events** across **7 festival venues** and other locations
- ◆ Over **70 partner organizations** contributed to the program
- ◆ **88 people** worked on the organizing team
- ◆ The core **organizing team walked** a total of **1,086.6 km** during the week—equivalent to 26.4 marathons, 15.5 Praha–Přice marches, or **279.3 of this year's Pride Parades**
- ◆ Around **100 partners and donors supported the festival**
- ◆ **210 volunteers** worked for **3,382 hours** (4 months, 20 days, and 22 hours) making the festival possible
- ◆ ...and over 150 yogurts were consumed

FESTIVAL ON SOCIAL MEDIA

Facebook

- Viewers (14. 6. – 24. 8.): 338 663 people
- Festival coverage: 42 posts, 159 stories, and 25 reels



Festival officially opened yesterday! **(83K views)**



45,000 people in the parade! **(104.4K views)**



Friday festival highlights **(79.1K views)**

FESTIVAL ON SOCIAL MEDIA

Instagram

- Viewers: 89 810 (Prague Pride) and 333 766 (Prague Pride Festival) people
- 105 posts and 294 stories published



Vodafone supports Pride collab post (**188K views**)



Vodafone giveaway post (**161.4K views**)



The parade will march through Prague (**116.1K views**)

TOP 3 POSTS BY VIEWS

FESTIVAL WEBSITE

- Period July 1 – August 9, 2026: **296,000** page views
- **202,000** unique visitors
- **724,000** total events/interactions

FESTIVAL IN THE MEDIA

- Main media partner: **Česká televize** (Czech Television)
- Media partners: Český rozhlas Radio Wave, Vogue, Deník N, Moje psychologie, Refresher, HeyFomo, Qult
- From June 3 to August 25, **1,048** articles/segments were published **online, in print, on TV, and on radio.**
- **5 podcasts** were recorded during the festival: Pot, Revue Prostoru, Studio N, Psychologika, and Café Evropa.

Sto padesát akcí v jednom týdnu. Prague Pride není jen průvod a extravagance

Renato Salerno
19. července 2026



Prague Pride v novém hávu: Místo Letné Štvanice a jiná trasa průvodu!



Prague Pride zveřejnil program. Přejde i Jaroslav Činčura jako drag queen Chica Checa



EXPRES

Prague Pride 2026: Program, nová trasa průvodu či bezpečnost. Vše o letošním ročníku

Michal Černý
31. července 2026 9:10

Sledovat Express na Googlu



Prague Pride změní místo zakončení. Podtitul i



Festival Prague Pride 2026

Zdroj: TV Nova

Letošní Prague Pride změní místo zakončení. Podtitul má „Časy se mění“

metro

Noc plná přání

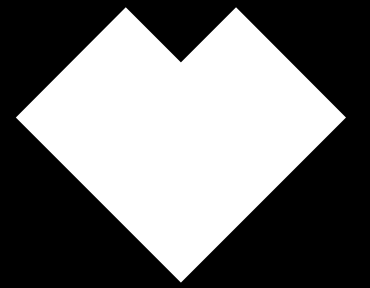
Sladká Praha

Barevný pochod



Průvodem zhruba 45 tisíc lidí v sobotu vyvrcholil v Praze festival **Prague Pride**. Barevný dav vyšel z Václavského náměstí a po více než dvou hodinách dorazil na Štvanici, kde program pokračoval až do večera. Letošní akci provázela zprůsvětlená **bezpečnostní opatření** kvůli nedávnému útoku na podobnou akci v Berlíně.

THANKS TO ALL OUR PARTNERS FOR THEIR SUPPORT



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HLAVNÍ MEDIÁLNÍ PARTNER Main media partner



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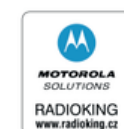


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THE ORIGINAL
BEER EXPERIENCE



ARART

See you at the next edition of Prague Pride, August 2–8, 2027!

