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LUSH LEGACY FUND LAUNCHES IN TIME TO CELEBRATE PRIDE
The Nonprofit Aims To Honor, Celebrate, And Support LGBTQ+ And BIPOC Artists

May 23, 2023 – MINNEAPOLIS – For almost a year, the owners of [LUSH Lounge & Theater](#) have been working with a team of nonprofit experts and a volunteer Board of Directors to create an organization dedicated to protecting the art of drag and creating a safe and inclusive space for LGBTQ+ and BIPOC artists to perform. The result is the [LUSH Legacy Fund](#), a 501(c)(3) nonprofit organization. The LUSH Legacy Fund is committed to preserving safe and dynamic spaces where LGBTQ+ and BIPOC individuals and artists can gather, perform, and be appreciated.

“After coming out, I struggled to find where I fit in until I started performing in drag,” said Jared Lawrence, LUSH Owner and LUSH Legacy Fund Board Member. “It truly gave me the purpose and confidence to be the proud gay man I am today. That’s why we’re so passionate about welcoming LGBTQ+ and BIPOC artists and performers onto the LUSH stage to showcase their talent and creativity and maybe help them find their own confidence and their place in the world.”

“Vogue Down Minneapolis is a collective that promotes safe and healthy spaces for BIPOC people in the Twin Cities,” said Don Thompson and Yoni Light, Vogue Down Minneapolis Directors. “We want our community to grow, love on each other, and connect on a deeper level. It is very important to us to find a healthy space where artists and creatives of the Ballroom community, as well as outside of the community, can have a great time and leave with a smile on their faces. That’s why it’s so important to have an open and welcoming space like LUSH to perform.”

The LUSH Legacy Board will continue to collaborate with LGBTQ+ and BIPOC artists and performers to develop programs and create opportunities to showcase their talent and address needs within the community. The nonprofit has also partnered with the team at [Rainbow Health](#) in support of their programs and services and will collaborate on designing and developing young adult programs for LGBTQ+ and BIPOC communities. Rainbow Health offers in-person and teletherapy mental, chemical, and sexual health services for LGBTQ+ people, people living with HIV, and folks from communities that historically and currently face barriers to behavioral health support.

“People who do not have the normalized dominant identity of heterosexuality experience the Societal System differently,” said Jodi Pfarr, LUSH Legacy Fund Board Member. “Having a space where it is safe to come together to be free to express oneself, relax, dance, and commune with others is a crucial component to maintaining positive mental health. LUSH is more than a bar. It is a resource for those who do not always get an opportunity to be seen and accepted.”

The LUSH Legacy Fund is particularly proud to launch mission-driven fundraising collaborations to coincide with Pride. The nonprofit has collaborated with [Tattersall Distilling](#) on LUSH Impassioned Vodka, a flavored vodka infused with passion fruit and lychee, which will be available at LUSH and other participating retailers beginning in June. A similar collaboration with [Modist Brewing Company](#) is in the works producing a grapefruit golden ale called DeLUSHious. A portion of all proceeds from both collaborations will be donated to the LUSH Legacy Fund to further their work and mission. The public is invited to celebrate Pride at LUSH all week long starting with a Father’s Day Car Show on Sunday, June 18th followed by a week-long celebration, most of which are free to attend. For more information about Pride at LUSH and to make a tax-deductible donation in support of the important work of the LUSH Legacy Fund, visit lushmpls.com or join their social media community for updates.

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