



**GoggleWorks and Reading Pride Celebration  
screen major films at pop-up drive-in**

*Paris is Burning, Brokeback Mountain* next up for Pride Month series

**FOR IMMEDIATE RELEASE**

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**READING, PA – June 17th, 2021 –** GoggleWorks Center for the Arts

(GoggleWorks) and Reading Pride Celebration (RPC) announced a partnership to frame Pride Month in a unique way—on the biggest film screen in the city.

GoggleWorks, one of the country’s largest interactive art centers, developed a pop-up drive-in movie theatre during the throes of the pandemic last year, drawing an

enthusiastic response from the local community. Leaders said they wanted to use the outside venue to fulfill the art center's nonprofit mission differently than the Albert & Eunice Boscov Film Theatre located inside. Steven Nicodemus, GoggleWorks' Theatre Manager, dreamed of a program that screened significant films meaningful to a variety of different audiences, by partnering with other community groups. The Pride Month Drive-In Film Series is the first such program to realize this dream.

“GoggleWorks tested our pop-up drive-in theatre in the heart of the pandemic last fall, including serving area youth through our After-School Arts Program,” said Nicodemus. “Knowing that the theater experience is a great way to build community, we are ecstatic to partner with Reading Pride Celebration to advocate for LGBTQIA+ residents and visitors, and advance inclusion for many into our creative community.”

GoggleWorks invited RPC to program the entire series and help outreach to a wider audience. Every Saturday throughout the month of June both organizations have been hosting LGBTQIA+ themed films in a drive-in or walk-in format. The series kicked off with *To Wong Foo, Thanks for Everything! Julie Newmar* on June 5th and *Milk* on June 12th and continues for the rest of Pride Month:

***Paris is Burning***

Saturday, June 19

Food and Art Activities begin at 7pm

Film screening begins at 9pm

***Brokeback Mountain***

Saturday, June 26

Food and Art Activities begin at 7pm

Film screening begins at 9pm

Food and art programs begin at 7pm, before the 9pm screening, and include a make-and-take tie-dye activity.

“Working with the arts community to not only tell, but show our stories is yet

another important step in creating a welcoming and inclusive community for our LGBTQ+ siblings in Berks County and beyond. The arts community has always been welcoming of the LGBTQ+ community and this series continues to show that acceptance,” said Enrique Castro, President of RPC.

For more information and to book tickets visit [GoggleWorks.org](https://GoggleWorks.org).

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### **About GoggleWorks Center for the Arts**

Located in downtown Reading, PA, GoggleWorks operates in a former goggle factory and is composed of 145,000 square feet of creative space. GoggleWorks offers year round arts education, including workshops, classes, and visiting artists; community outreach programs; a summer residency; youth programs and camps; 35 on-site studio artists; the Albert and Eunice Boscov theatre; three galleries for exhibitions; the Berks Launchbox maker space; and nine communal studios-hot glass, wood, printmaking, warm glass, metals, ceramics, photography, virtual reality, and now, the gardens. [www.GoggleWorks.org](https://www.GoggleWorks.org)

### **About Reading Pride Celebration**

Founded in 2006, Reading Pride Celebration is a volunteer-based organization that has organized the Reading Pride Festival for the past 15 years in the City of Reading. Reading Pride Celebration also organizes the Transgender Day of Remembrance and the Coming Out Day Virtual Event. With an office located at the GoggleWorks Center for the Arts, RPC has the mission of celebrating diversity in the LGBTQ+ community of Greater Reading. Is committed to Diversity, Equity and Inclusion by building a community that embraces and supports differences and seeks to eliminate racial oppression, sexism, homophobia, transphobia, ableism and other oppression. [www.readingpridecelebration.org](https://www.readingpridecelebration.org)

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