

No cops, corporations, or companies at pride.

Pride is a protest.

A zine exploring how to hold onto radical queerness, reject rainbow capitalism and reclaim pride.



WHAT IS PRIDE?

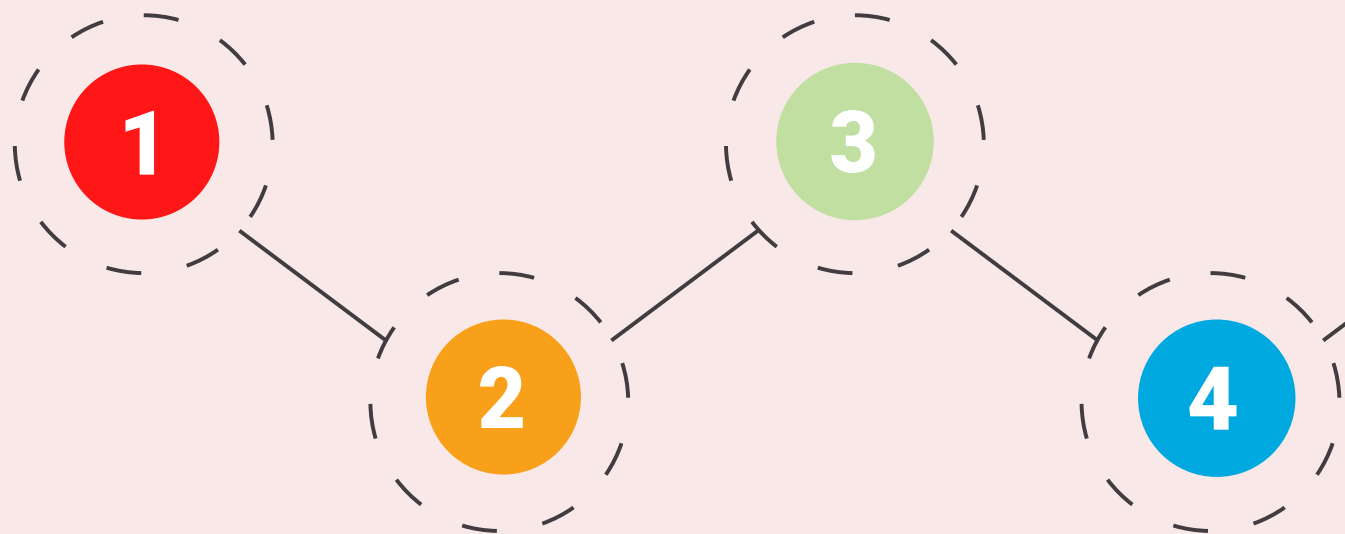
A brief, non-exhaustive history.

THROUGHOUT HISTORY...

As long as there has been **transphobia, homophobia**, and a **police force**, the state has oppressed and murdered queer and trans people.

STONEWALL, 1969

Pride started in June of 1969 at the Stonewall Inn with revolutionary **anti-police** riots. The riots were **rightfully violent** and were in response to **decades of violent oppression by police**.



IN THE FOLLOWING YEARS...

The Pride Movement was led by **trans women of color** who not only encountered pushback (often violent) from **police** and the **state** but also from **other members of the queer community** due to rampant transphobia.

JUNE IS PRIDE MONTH.

Today, Pride Month is intended to **commemorate the queer liberation movement**. However, in recent years, the Pride Movement has been **co-opted by corporations and companies**, with tactics known as rainbow capitalism.

WHO AND WHAT ARE WE PROTESTING AGAINST?

Pride is a part of an anti-cop anti-establishment social liberation movement.



Cops

Police supporting queer folks is performative at best, and deceitful at its worst.

Pride means ACAB!



Coporations

Many large corporations that participate in Pride donate millions in support of anti-queer policies and further global class-based oppression.



Anti-Trans Legislation

Trans rights are being actively restricted and/or stripped away across the world, threatening the lives of real people.



Intersecting Oppressions

Racism, classism, xenophobia, and other forms of oppression intersect with queer and trans identities.

COPS WILL NEVER BE ON "OUR SIDE."

The police are a **violent force** with **very specific jobs**:

Protecting the state and it's laws

Protecting state interests (capital, property, etc.)

Protecting queer people has **never** been one of their jobs.

What about incarcerated queer people?

What about queer migrants or undocumented queer people?

*The legacy of queer oppression by the police **has not ended** just because some police put rainbows on their uniforms and march in parades. We should not forget the past legacy and the current realities of **racism, transphobia, and homophobia** that exist in all sectors of the state - **legal, educational, governmental, carceral**, etc.*

Dictionary

What is rainbow capitalism?



rainbow capitalism

/rain·bow cap·i·tal·ism/

noun

1. Rainbow capitalism (*a.k.a. pinkwashing*) is when companies or institutions **lie** about their support of the queer community during pride month as a way to **market** and **sell their products** or **promote their company**.
2. In reality, these companies and corporations often funnel millions of dollars to **anti-queer** and **anti-trans** groups and politicians while adding the rainbow banners on their social media one month out of the year.
3. To name a few of these corporations: **Pfizer, Verizon, AT&T, UPS, Comcast, Home Depot, General Electric, FedEx.**



FedEx



HOW DOES RAINBOW CAPITALISM IMPACT OUR COMMUNITY?

Rainbow capitalism leads to the **deradicalization** of the queer community.



What does this mean?

This means that the influx of cops with *rainbow stickers*, *cheap rainbow clothes*, and *corporations marching in pride parades* are **purposeful and systemic tools of the state.**

These seemingly harmless displays of support **bury the long and violent history and current reality of state-sanctioned violence against queer and trans people.** These tactics allow corporations and companies to **profit off of the lives of the very people whom they actively oppress.**



WHAT CAN WE DO?



1. **Do your research.** Want to find ways to celebrate pride that feel authentic and actually benefit our community? *Research abolition, community-based alternatives, and queer liberation movements and fight for us!*
2. **Do not buy into the corporate rainbow!** *If you want to spend money to support queer people, buy from queer and trans-owned businesses, especially those owned by people of color, and remember if you can donate to mutual aid.*
3. **Support us and each other at all times.** Queer oppression happens all year, so don't only be an ally when it's "fun." *Call your representatives when there is anti-trans legislation, join advocacy or political group fighting for causes you believe in, help out at a queer youth center, the options for year-round fulfilling allyship are limitless!*
4. **Pay queer people.** *This means educators, sex workers, entertainers, organizers, and more. Redistributing wealth is one way to combat corporate power.*
5. **Keep pride revolutionary.** *Fight for queer justice not "gay rights."* Do not let our oppressors **steal** and **profit** off our pride.
Reject profit, reclaim pride.

**KEEP PRIDE
REVOLUTIONARY.**

**DO NOT LET OUR OPPRESSORS
STEAL AND PROFIT OFF OUR PRIDE.**

ACAB

**REJECT PROFIT,
RECLAIM PRIDE.**