

WorldPride 2019

Yellow Taxicab Temporary Markings

April 25, 2019

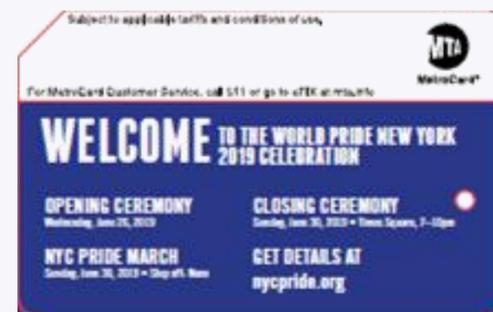
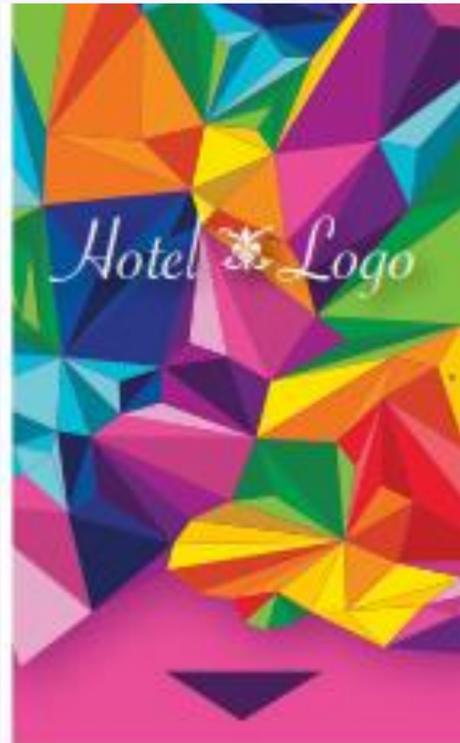
2019: YEAR OF PRIDE

- NYC as the top LGBTQ+ destination every day of the year
- 50th Anniversary of Stonewall50 Uprising
- WorldPride taking place in the USA for the first time
- 4 million visitors expected to attend WorldPride celebrations
- Yearlong program of events is comprised of special cultural exhibitions and an abundance of experiences throughout the Five Boroughs

Welcoming
Diverse
Inclusive



PROJECT RAINBOW



Painting
the Town
Proud

Voluntary Temporary Markings



Voluntary Temporary Markings

- This is a voluntary program for Yellow Taxicabs.
- Markings will be provided at no cost to vehicle owners.
- Installation and deinstallation costs will be covered by NYC & Company.
- TLC's authorized meter shops would perform the installation and deinstallation.



THANK YOU