



TRAVEL + TOURISM BOARD

40th Anniversary: In West Hollywood, You Have the Luxury To Be Who You Are

This year, West Hollywood celebrates its 40th anniversary with much to be proud of. West Hollywood has a long history of enacting progressive policies that protect and promote LGBTQ+ rights. West Hollywood became an official city in 1984, and its first openly gay mayor was elected in 1985. This early recognition and representation of the LGBTQ+ community helped create a supportive environment for nightlife and entertainment establishments serving this community. These policies have included anti-discrimination laws, domestic partnership registration, and support for LGBTQ+ organizations. This supportive environment has encouraged LGBTQ+ entrepreneurs to establish businesses in the city. WeHo hosts one of the largest and most vibrant Pride celebrations in the country, attracting people from all over the world. This annual event showcases the city's commitment to LGBTQ+ inclusivity and provides a platform for the local LGBTQ+ community and the many businesses that serve it. West Hollywood will commemorate these milestones with 40 Days of Pride and the return of the recently reinvigorated WEHO Pride. "Pride Starts Here" kicks off on Harvey Milk Day (May 22) and runs through June 30 for "40 Days of Pride" with programming that includes the WeHo Pride Weekend Parade, the Dyke March, the WeHo Pride Arts Festival and more. Headliners for 2024 include Kylie Minogue, Kesha, Janelle Monáe, Adam Lambert and Diplo.

Story Vignettes

- Ring in 40 days of Pride as West Hollywood celebrates 40 years of cityhood
- 40 entertainers that have performed in West Hollywood Pride over the past 40 years
- From 1984 to 2024: A look back at the moments that defined West Hollywood as an inclusive oasis through the years
- From WeHo to the White House: Looking back at 40 years of advocacy in West Hollywood
- Pioneer of Pride: How West Hollywood made LGBTQ+ history before its 1984 incorporation as a municipality

About West Hollywood Travel + Tourism Board

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook and Instagram (@visitweho). For more information, please visit www.visitwesthollywood.com.