

NEWS RELEASE

Guerrilla Queer Bar

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Guerrilla Queer Bar Announces Imminent Invasion of Popular Lodo-Yuppie Watering Spot

DENVER, CO – In a highly anticipated announcement today, local organizers named the location of the first ever Denver Guerrilla Queer Bar. Set for this Thursday, July 25th at 8:00p, the Guerrillas plan to invade the Rock Bottom Brewery, located at 1001 16th Street at Curtis.

Guerrilla Queer Bar is a new idea that has turned San Francisco nightlife on its head and spread to fifteen cities in just two years. Each month the Guerrillas (or the "Traveling Gay Fun Zone" as they like to call themselves) pick a typically straight bar or restaurant and "makes it ours for a night" by descending upon it en masse. Sometimes there's a theme and people dress up. Sometimes it turns into a bar crawl and the group parades between bars. Every time it's great fun.

News about the Guerrilla parties comes on short notice – often a couple days before via the group's email list and website, **DenverGuerrillas.com**. And the bars rarely know the Guerrillas are coming until they arrive. If they do, they don't hear it from the organizers. The surprise is sometimes half the fun. Those interested are encouraged to visit the website and join the email list.

Their motto, "Don't clone, colonize," encourages the Guerrilla followers to colonize straight bars instead of becoming clones at the gay ones. Billy Trix, spokesperson for the Denver Guerrilla Queer Bar points out, "We are not out to make a political statement or harass the straight folks." It's all about having fun, checking out new places you might not normally visit, enjoying some yummy cocktails, and meeting new friends. Variety is the spice of life.

The Denver Guerrillas were conceived just four short weeks ago by a group of five friends who quickly launched the website and dressed up in gorilla outfits in the sweltering heat to garner attention as they marched in the Pridefest Parade carrying a large banner and distributing flyers. “We were bored with Denver’s gay night life, always going to the same bars, seeing the same faces, listening to the same music, looking at the same neon, same, same, same. We decided to do something about it,” said Trix. The group of five, none of whom is named Billy Trix, use the pseudonym in the context of Guerrilla Queer Bar. “We want the focus to be on the people that attend our parties, not on us. That’s why we choose to remain anonymous,” explains Trix. GQB is free, non-commercial, and not for profit.

Response has been phenomenal. In the four short weeks since the website was launched, the organizers have watched their email list top 500 subscribers. “It’s easily four of five times what we expected. Everywhere you go, someone has already heard about it,” said Trix.

Trix offered one last piece of advice for those attending, “show up on time, not drag queen time, as the parties are sometimes mobile and you might get left behind.”

The Rock Bottom brewery is a popular restaurant and bar often frequented by the downtown professional crowd. On any given weekday night, you are much more likely to find the place filled with cell phone carrying stock brokers, bankers, and marketing types than a band of loud queens, leather boys, drag queens, and dykes. The Rock Bottom serves a full menu and offers 9 beers on tap, which are brewed in-house.

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