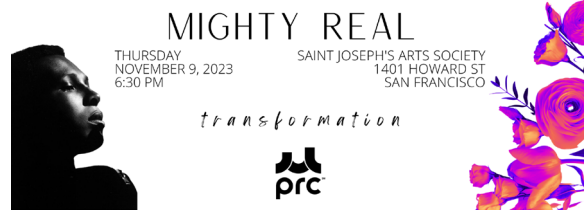


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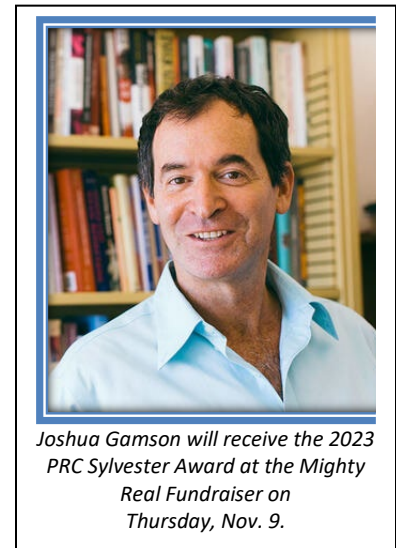


Joshua Gamson Named 2023 Recipient of the PRC Sylvester Community Pillar Award

Gamson will accept at PRC's Mighty Real Fundraiser on November 9, 2023

SAN FRANCISCO, Calif. (November 6, 2023) – [PRC](http://www.prcsf.org), the San Francisco-based nonprofit providing comprehensive lifesaving services to the City's community members who them most, is honoring distinguished scholar and accomplished author Joshua Gamson. Gamson will be honored with PRC's Sylvester Community Pillar Award at the annual "[Mighty Real](#)" fundraiser on Thursday, Nov. 9. It will be held at a stunning new location, Saint Joseph's Arts Society in San Francisco, a former church transformed by designer Ken Fulk into a truly unique and extraordinary space.

Gamson is a prominent scholar in the field of sociology, known for his contributions to the study of culture, mass media, social movements, and sexuality. He has authored several books, including "*The Fabulous Sylvester: The Legend, the Music, the Seventies in San Francisco*" (2005), which tells the story of the iconic Sylvester and won the Stonewall Book Award from the American Library Association.



"Josh has not only been an amazing steward of Sylvester's legacy, but he has also committed decades of his life to social, sexual, and gender-based movements, queer politics, and AIDS activism." said **PRC CEO Chuan Teng**. "He is the perfect recipient for this award given his accomplishments and unwavering support of the LGBTQ+ community. We are thrilled to celebrate him, and the transformation PRC has undergone over the past year."

PRC's Sylvester Community Pillar Award, launched in 2017, is named after Sylvester James, Jr., a singer-songwriter most known for a string of '70s and '80s disco singles, including "You Make Me Feel (Mighty Real)." This song helped establish his career as an international disco and dance music performer, earning him the "Queen of Disco" title. An activist who campaigned against the spread of HIV/AIDS, Sylvester died in 1998 from complications related to the disease. In his will, Sylvester directed royalties from all future sales of his music to two San Francisco-based HIV/AIDS organizations: AIDS Emergency Fund (which merged with PRC in 2016) and Project Open Hand. Past recipients of this award include Latrice Royale, Joel Grey, Patti LaBelle, Sheryl Lee Ralph, Donna Sachet, Gary Virginia, and Frenchie Davis.

This year's fundraiser honors the theme of **transformation**, to underscore **the transformative impact PRC has on its clients**, the **transformation** PRC has undergone over the past year with new leadership and a complete restructuring, and the **transformation** of our event venue from a former church to a truly novel, unique, and extraordinary space in which we seek to leave our guests transformed by a powerful, cathartic event experience.

DOTCOM & THE NOISE, a groovy jazz ensemble boasting a lineup of keys, vocals, bass, guitar, sax, and drums will serenade guests with delightful musical jams. Among the talented members, Dotcom, a singer, songwriter, and the group's lead vocalist, is a valued client of PRC's.

Other awardees to be honored at the event include San Francisco Pride, with the Keystone Service Award, and Wells Fargo, with the Outstanding Corporate Partner Award. All guests receive access to the sushi bar, elevated bites, dessert bar, fine wines, signature cocktails featuring Tito's Vodka, award presentations, and paddle raise.

About Joshua Gamson

Joshua Gamson received his BA from Swarthmore College, and his MA and PhD from the University of California at Berkeley, and previously taught at Yale University. He currently teaches Sociology of Popular Culture, Sex and Sexualities, Introduction to Sociology, and Fieldwork in Sociology. His research and teaching focus on the sociology of culture, with an emphasis on contemporary Western commercial culture and mass media; social movements, especially on cultural aspects of contemporary movements; on participant-observation methodology and techniques, particularly as applied in urban settings; and on the history, theory, and sociology of sexuality. He is the author of *Claims to Fame: Celebrity in Contemporary America* (California, 1994); *Freaks Talk Back: Tabloid Talk Shows and Sexual Nonconformity* (Chicago, 1998), winner of book awards from the American Sociological Association and the Society for Cinema Studies; *The Fabulous Sylvester: The Legend, The Music, The Seventies in San Francisco* (Henry Holt, 2005), winner of the Stonewall Book Award from the American Library Association; and [Modern Families: Stories of Extraordinary Journeys to Kinship](#) (2015). His published scholarly work also includes studies of sex scandals (*Critical Studies in Media Communication and Social Problems*), popular culture and gay and lesbian people (*Handbook of Lesbian and Gay Studies*), sexualities and qualitative research (*Handbook of Qualitative Research*), the political pitfalls in the pursuit of media visibility (*Sexualities*), exclusion processes in sex/gender movements (*Gender & Society*), organizational aspects of collective identity construction (*Sociological Forum*), and dilemmas in identity-based movements (*Social Problems*). He has also written for magazines and newspapers such as *The Nation*, *The American Prospect*, and *Newsday*. He received a Guggenheim Fellowship in 2009. His web site is joshuagamson.com.

PRC's Mighty Real Details

Attendees can choose from the following sponsorship and ticket options:

- **Host Single Ticket** (\$325) – Admission for one
- **Patron Ticket** (\$650) – Admission for one and invitation to After Party
- **Premiere Ticket Individual** (\$1,000) – Admission and reserved seating for one and invitation to Exclusive VIP Reception and to After Party
- **Premiere Ticket Couple** (\$1,500) – Admission and reserved seating for two and invitation to Exclusive VIP Reception and to After Party
- **Revelatory Level** (\$2,500) – Access for five and recognition
- **Creator Level** (\$5,000) – Preferred seating for ten and invitation to Exclusive VIP Reception and to After Party

- **Innovator Level** (\$10,000) – Exclusive access to private salon with dedicated server for ten (limited to seven) and invitation to Exclusive VIP Reception and to After Party
- **Visionary Level** (\$25,000) – Semi-exclusive access to the VIP loft mezzanine with dedicated server for fifteen and invitation to Exclusive VIP Reception and to After Party
- **Evolutionary Level** (\$50,000) – Semi-exclusive access to the VIP loft mezzanine with dedicated server for twenty and invitation to Exclusive VIP Reception and to After Party

This year’s sponsors include:

Innovator Level – Janice Berthold | Heffernan Insurance Brokers, Daniel Hancock & Kent Roger, Scan Medicare Advantage, Tito’s Handmade Vodka

Creator Level – Allied Universal, Chevron, Cotchett Pitre & McCarthy LLP, Josh & Dana Frieman, Brian Schneider & Robert Lieberman, J.P. Morgan, Kaiser Permanente, Michael Niczyporuk & Rachel Forisha, Nuveen Real Estate, Skyline Construction

Revelatory Level – Anonymous, Brayer Electric, CBF Electric & Data, HGI Hayse Group Inc., JLL, Leo Levenson Consulting & Rebecca Levenson Consulting, Quest Diagnostics

Media Sponsor – San Francisco Bay Times

Spirits Sponsor – Titos Handmade Vodka

For further information and tickets for this year’s Mighty Real Fundraiser, visit www.prcsf.org/mightyreal.

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About PRC

PRC is a San Francisco-based nonprofit social impact organization serving the needs of the City’s most vulnerable people and communities. PRC’s multifaceted programs offer supportive services to those living with HIV/AIDS, substance use disorder, and behavioral health challenges that most often stem from the broader systemic challenges of historic economic, social, and racial inequities. PRC, in service since 1987, assists over 5,000 individuals annually. For more information, please visit www.prcsf.org or call (415) 777-0333.

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MEDIA, PLEASE NOTE: For more information or to request an interview, please contact Tasha Henneman at tasha.henneman@prcsf.org / (510) 504-0836.

****CALENDAR LISTING****

Honoring Joshua Gamson at PRC's Mighty Real Fundraiser

WHAT:

[PRC's Mighty Real Fundraiser](#) is, Thursday, Nov. 9, at 6:30 p.m., at a stunning new location, the Saint Joseph's Arts Society in San Francisco. This annual event raises funds to provide comprehensive services for people living with HIV/AIDS, substance use disorder and/or mental illness. Honored at the event is Joshua Gamson, author and scholar, who is receiving the prestigious Sylvester Community Pillar Award. This year's fundraiser honors the theme of transformation, to underscore the transformative impact PRC has on its clients, the transformation PRC has undergone over the past year with new leadership and a complete restructuring, and the transformation of our event venue from a former church to a truly novel, unique, and extraordinary space in which we seek to leave our guests transformed by a powerful, cathartic event experience.



WHERE:

Saint Joseph's Arts Society – 1401 Howard St, San Francisco, CA 94103

WHEN:

Thursday, Nov. 9, 2023, beginning at 6:30 p.m.

WHO:

Attendees include:

- **Joshua Gamson**, honored with PRC's Sylvester Community Pillar Award
- **SF Pride**, winner this year of PRC's Keystone Service Award
- **Wells Fargo**, winner this year of PRC's Outstanding Corporate Partner Award
- PRC's CEO **Chuan Teng**

ADMISSION: Tickets, starting at \$325, are available online [here](#). For more event information, visit www.prcsf.org/mightyreal.

MEDIA PLEASE NOTE:

To request an interview or photos, please contact Tasha Henneman at: tasha.henneman@prcsf.org.

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