



London Launches Pride House for Summer 2012

9 December 2011 - Today sees the launch of **Pride House London**, which on 26 July 2012 will open its doors in support of the lesbian, gay, bisexual and transgender (LGBT) community during the London 2012 Olympic and Paralympic Games.

Continuing the great work realised by Pride House Vancouver and Whistler at the 2010 Winter Games, this will be the second Pride House to join the line-up of Olympic Houses and the first to be present at a Summer Games, representing a significant milestone for the LGBT community and for London as an inclusive host city.

“Next summer Pride House will welcome athletes, dignitaries, media, Londoners and visitors from around the world with a dynamic and entertaining programme in support of the LGBT community”, said Chad Molleken, Executive Director of Pride House London. “It has been extremely rewarding to see the interest and engagement from organizations and individuals from around the world and today we are proud to announce **partnerships with the [It Gets Better Project](#), [UK Pride Sports](#), [LGBT History Month](#) and [Diversity Role Models](#).**”

As **one of the largest houses in London next summer**, Pride House is expecting more than 250,000 visitors over seventeen days. A diverse programme is being developed with a number of partners to be announced in the New Year. Some highlights visitors can expect to find include live music and entertainment, an art exhibition featuring LGBT artists, sports tournaments and demonstrations with special appearances by professional athletes and big screens stationed around the venue showing televised broadcasts of Olympic events and highlights of Pride House.

Sponsored by [London & Partners](#), the launch is taking place in London’s Living Room at City Hall. Gordon Innes, CEO, London & Partners commented: “We are really excited about the prospect of Pride House in London – it’s a fantastic opportunity for the capital to celebrate diversity in the community. The house will be a wonderful addition to the array of cultural and entertainment experiences and other houses which will be opening up across the city next year.”

Key figures participating in the launch announcement as **Pride House Ambassadors** are psychologist, author and former NBA basketball player **John Amaechi**, member of the Great Britain women's sitting volleyball training squad **Claire Harvey**, author, journalist, broadcaster and campaigner **Peter Tatchell**, and founder and Chief Executive of Diversity Role Models **Suran Dickson**. The ambassador programme engages with active spokespeople who share the vision and mission of Pride House and promote the project through various speaking arrangements, workshops and educational seminars. **Additional ambassadors include** actor, director and comedian **Stephen Fry**, director and producer **David Furnish**, author, journalist and newspaper editor **Dan Savage** and Olympic short-track speed skater **Blake Skjellerup**.

Stephen Fry commented on his support for the project: “I’m very proud and pleased to be an ambassador for Pride House London. All eyes will be on London for the 2012 Games and Pride House is an idea that brings together so many of the elements that makes London one of the greatest cities in the world and a beacon of tolerance, diversity and pride. Pride House is a symbol of how London remains one of the most truly cosmopolitan and accepting cities in the world.”

Among its many objectives, **Pride House aims to promote diversity and inclusion on a global scale**, create awareness of homophobia in sport, encourage healthy and active lifestyles and bring communities together in the spirit of celebration. For more information please visit www.pridehouselondon.co.uk, find us on [Facebook](#) or follow us on [Twitter](#).



Note to Editors and Producers: Spokespeople including Mr. Chad Molleken of Pride House London as well as Pride House Ambassadors Mr. John Amaechi, Ms. Claire Harvey, Ms. Suran Dickson and Mr. Peter Tatchell will be available to conduct one-on-one interviews on location at the launch, or in studio following the launch. Interested media should contact the key media liaison people listed below.

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About Pride House London

Set to open in July 2012, Pride House will be one of the largest Olympic Houses and attractions in London next summer. Setting the stage for the global LGBT community and out athletes, Pride House will build the foundation for a sustainable model and create a legacy for future Olympic Games. Among its many objectives, Pride House aims to promote diversity and inclusion on a global scale, create awareness of homophobia in sport, encourage healthy and active lifestyles and bring communities together in the spirit of celebration.

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