



PRIDE
HOUSE
LONDON

ENGLAND RUGBY PLAYER BEN COHEN ANNOUNCED AS PRIDE HOUSE AMBASSADOR
2003 World Cup Winner and Chairman of The Ben Cohen StandUp Foundation supports Pride House
London during the Olympics this summer

FOR IMMEDIATE RELEASE

25 January 2012 – England Rugby champion Ben Cohen MBE will be joining the impressive line-up of Ambassadors for Pride House London, opening this summer during the Olympic Games. A total of ten high-profile individuals from around the world with strong connections to the LGBT community have shown their support for Pride House.

Situated in the heart of Clapham Common, **Pride House London will be one of the most attractive open-air venues** offering an unbeatable atmosphere, superb hospitality, art exhibitions, spectacular live music performances and televised broadcasts of the Games. As **London's hub of diversity and inclusion**, Pride House will provide a magnificent backdrop for activities and celebrations this summer with an expected 250,000 visitors over eighteen days.

Cohen's involvement with anti-bullying programs and career in professional rugby make him an ideal community leader to partner with Pride House. [The Ben Cohen Stand Up Foundation](#) supports organizations, programs and people that advance equality for the LGBT community and help for at-risk youth by standing up against bullying.

"Our Ambassadors play a very important role in the project and we have an exceptional group of people working with us", said Chad Molleken, Executive Director, Pride House London. "We are very pleased to have Ben on board to support Pride House and we look forward to working with the Stand Up Foundation whose initiatives are so important in taking action against bullying and homophobia in sport."

Cohen's very personal connection to anti-bullying started when his life was dramatically changed by the death of his father who was attacked by three men outside the nightclub he managed and later died from his injuries. This painful event along with many tragic stories of homophobic bullying from his fans and his role as a father inspired Ben to create the Stand Up Foundation. The Foundation is the first ever anti-bullying organisation aimed towards helping LGBT people.

"I am really proud to be involved in this innovative project and help Pride House promote tolerance and diversity", said Cohen.

Other [Pride House Ambassadors](#) include comedian **Stephen Fry**, director and producer **David Furnish**, author, journalist and newspaper editor **Dan Savage**, psychologist, author and former NBA basketball player **John Amaechi OBE**, member of the Great Britain women's sitting volleyball training squad Claire Harvey, author, broadcaster and campaigner Peter Tatchell, founder and Chief Executive of Diversity Role Models Suran Dickson, COO of General Insurance Lloyds Banking Group, Richard Beaven, and Olympic short-track speed skater Blake Skjellerup.

Among its many objectives, Pride House **aims to promote diversity and inclusion on a global scale, encourage healthy and active lifestyles, create awareness of homophobia in sport, 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](#).

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Notes to Editors

Media Contact Pride House London – Chandel Diebold. chandel@pridehouselondon.co.uk 0207 340 8649

Media Contact Ben Cohen StandUp Foundation – Jill Tipping. jill@ben-cohen.com 07739 117206

(Ben Cohen High Res Images available)