

Press Release, 11 February 2008



## **Gay Games VIII Cologne 2010 at the First Gay Fair in Hamburg**

**February 23–24, 2008**

**Cologne/Hamburg. Europe's first gay lifestyle fair will take place at the Hamburg fairgrounds during the last weekend in February. Also included are the Gay Games VIII Cologne 2010. The team will make a stop during the World Tournament in Hamburg and advertise for Cologne and the Gay Games.**

Over 50 exhibitors from the most varied areas in a space of some 2,000 square meters will present new innovations to the interested public. The fair is accompanied by an attractive general program of workshops, lectures, stage productions, a photo competition, discussion sessions with live transmission, and a small fair movie theater. The First Gay Fair will provide groups, institutions, and companies operating all over Europe the chance to come into direct contact with potential customers.

Strong marketing figures in all lifestyle areas that are oriented to the special needs of this target group were the trigger for creating a gay lifestyle fair for the first time. "We want to use this forum to advertise for the world's largest gay-lesbian sports and cultural event," said Annette Wachter, the Cologne Games Executive Director. "The sports and culture participants can immediately reserve their space for 2010." This is to be done exclusively through this homepage [www.games-cologne.de](http://www.games-cologne.de).

### **About the Gay Games VIII in Cologne, 2010**

The next Gay Games will take place July 31 to August 7, 2010, in Cologne. Around 12,000 participants from over 70 nations are expected. Under the motto "Be Part of It!" they will celebrate the celebration of open games, free of discrimination. The Gay Games stand for greater tolerance for homosexuals, bisexuals, and trans-gender and trans-sexual individuals. Every man and woman can participate in the Gay Games, regardless of sexual orientation, sex, race, religion, nationality, ethnic background, political persuasion, athletic ability, physical capacity, age, or state of health. The participants will show how easy and how simple it is to play sports together and to enjoy culture together.

At the Gay Games VIII Cologne 2010, 31 types of sports and four cultural events will be offered. The spectrum will stretch from competition in football and beach volleyball down to billiards, chess, ice skating racing, and dancing. For cultural events, a choral and band festival is being prepared, as well as an art exhibit and an "International Rainbow Memorial Run" in honor of all AIDS patients and in memory of those who have died from AIDS.

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Right now, one can reserve a starting place for the Gay Games VIII Cologne 2010 exclusively through the homepage of the promoter ([www.games-cologne.de](http://www.games-cologne.de)).