

## News from Gay Amsterdam

Newsletter for the media: August through November 2010

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Amsterdam is one of the most attractive cities in Europe for gays and lesbians. It is the city with the first Gay Monument and the first Gay marriage in the world. Nowhere else in the world can you find so many gay attractions per square meter as in Amsterdam's city centre. It comes as no surprise then that Amsterdam is so popular with *gay* visitors. Historically, Amsterdam has always had a relaxed and tolerant approach to alternative lifestyles. A favourite expression is, 'Vrijheid is voor geen geld te koop' (freedom cannot be bought). Because the *gay life* is concentrated mainly in the centre of the city, most gay bars, sauna's, shops and other attractions are all within walking distance of each other. Of all the millions of foreign visitors that visit Amsterdam each year, hundreds of thousands come specifically to visit the many *gay* attractions that Amsterdam has to offer.

This Newsletter of Amsterdam Tourism & Convention Board offers an overview of gay events and news from Gay Amsterdam that will take place in the next season. Additional information for visitors on gay Amsterdam and tourist and cultural events can be found on [www.gayamsterdam.com](http://www.gayamsterdam.com) , [www.amsterdam4gays.com](http://www.amsterdam4gays.com) and [www.iamsterdam.com/visiting](http://www.iamsterdam.com/visiting)

### 15<sup>th</sup> Amsterdam Gay Pride throws a party: *Celebrate!*

Celebrate is the theme of the Amsterdam Gay Pride 2010, taking place from August 1st through August 8th 2010. The Amsterdam Gay Pride will be hosted for the 15th time this year and a celebration is

definitely in place. This year, the Amsterdam Gay Pride will be more international than ever before. Gays and heterosexuals from every region, every age, each (religious) background and culture will come together to celebrate the contribution of the gay and lesbian community to society. Special focus will be directed toward the increasingly more difficult situation for gays in Africa during the African Pride. The role of Europe as the instigator of European HLBT rights will play a central role during the Europe Pride as part of the Amsterdam Gay Pride 2010.

During the Pride various sport, cultural and festive events will be organized.

As in prior years, the highlight of the Pride will yet again be the boat parade that takes place on August 7th and is expected to appeal to around half a million visitors. What started fifteen years ago with just a few boats has evolved into the second largest event in Amsterdam. Around 80 mainly extravagant boats will sail on the Prinsengracht. Last year a staggering 550.000 spectators lined up alongside the banks of the canal and the River Amstel.

The Amsterdam Gay Pride offers many festivities such as street parties, sporting competitions and a film festival. The street parties take place mainly on the Amstel (in between the Muntplein and the Halvemaansteeg) , Reguliersdwarstraat, Zeedijk and in the area around the Westermarkt.



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**I amsterdam.**

On Sunday August 8th, starting at 2pm, the exciting closing ceremony will take place near the City Hall and the Muziektheater with performances by popular artists and an information market. For additional information visit the official Amsterdam Gay Pride website at: [www.weareproud.nl](http://www.weareproud.nl)

### **Festive 15<sup>th</sup> Canal Parade expects over 500.000 visitors**

The highlight of the Amsterdam Gay Pride will yet again be the Canal Parade that takes place on Saturday August 7th and is expected to appeal over half a million visitors. It is the only Gay Parade in the World that takes place on the water, with spectators standing on the bridges, on boats and alongside the canals. The maximum number of 80 boats and barges participate in this Celebrate Parade. The Canal Parade starts at 2 pm in the Westerdok and sails via Prinsengracht and river Amstel along the Town Hall/Muziektheater to the Oosterdok. More information at the official Amsterdam Gay Pride website at: [www.weareproud.nl](http://www.weareproud.nl)



### **Workshop for Drag Kings**

On August 2nd 2010, you can participate in a Drag King Workshop at Reality Girlz. A workshop for lesbian and bisexual women, transgenders and people that would like to learn more about the fluidity of gender. The workshop will be given by Adinda Snelderwaard AKA Johnny de Dog and Sexy Galaxy. Practical tips will be given and you will learn how make-up can help you accentuate your masculine features. This activity is also a preparation for the Drag King Contest that takes place on August 4th. Sign up via [kingbetty2nd@gmail.com](mailto:kingbetty2nd@gmail.com) or look for additional information on [www.kingbetty.nl](http://www.kingbetty.nl)  
- Reality Girlz, Reguliersdwarsstraat 125

### **Drag King Betty Contest 2010**

On August 4th 2010, during the Gay Pride, the second Drag King Betty Contest will take place, a series of performances by Drag Kings starting at 8.30 pm at the Betty Too. The Kings will be judged by a professional jury that includes Vera Bergkamp, EllenElla and Miss WindyMills. The winners can perform at disco De Trut on Sunday August 8th. Would you like to perform (and/or participate in the workshop held on August 2nd), send an email to [kingbetty2nd@gmail.com](mailto:kingbetty2nd@gmail.com). Additional information can be found on [www.kingbetty.nl](http://www.kingbetty.nl) and [www.weareproud.nl](http://www.weareproud.nl)  
- Betty Too, Reguliersdwarsstraat 29

### **Mr Gay Netherlands Final 2010 at Rembrandtplein during Gay Pride**

This year, the fourth Mister Gay Netherlands election will take place during the Amsterdam Gay Pride on Friday night August 6th 2010. The final will take place on the main stage at the Rembrandtplein. In the final, twelve finalists will compete for the title Mr Gay Netherlands 2010. The candidates include a couple of models, a Palestinian boy and two religious candidates (Jewish and Christian). The twelve finalists make up a diverse team with substance, attractiveness and charisma. The youngest candidate is 18 years old, the oldest is 42. The winner will be determined by both online voting and an expert jury. This year, the chairman of the jury will be Arie Boomsma, both a popular television maker and an advocate of gay rights. "Homosexuality is very much related to identity. I cannot stand it when people, especially young people, cannot be who they want to be", is how 'dream candidate' Boomsma motivates his decision to take place on the jury. Mr Gay Netherlands 2010 will be organised by the important Dutch gay media: radio station OUTmusic, website Gay.nl, lifestyle television network OUTTV and the magazine Gay&Night. For additional information visit: [www.mrgay.nl](http://www.mrgay.nl)

### Drag Olympics return to Amsterdam

The 7<sup>th</sup> International Drag Olympics, the world's premier sporting event for drag queens and kings, will be held on the eve of the Canal Parade, Friday 6<sup>th</sup> August 2010 at the Homomonument. Contestants from all corners of the globe will descend on Amsterdam to compete in events such as the 100m Stiletto Sprint, the Handbag Discus and the 'Tug of Love'. The event starts at 19.00.

The Games are more than just a show of sporting prowess- hair, nails and make-up are just as important. Hostess of the evening is Jennifer Hopelezz: "It's true that the Games are a serious sports event but beauty and poise are equally important, as are accessories such as jewellery, shoes and handbags." Qualified beauticians will be available for any emergency.

The Games are open to all drag queens and kings, so all gender-benders wanting to take part can join. Make-up starts at 17hr, the Games begin at 19hr. More information at [www.dragqueenolympics.nl](http://www.dragqueenolympics.nl), or email Jenny Hopelezz at [jenniferhopelezz@gmail.com](mailto:jenniferhopelezz@gmail.com). She'd love to hear from you!

- Drag Queen Olympics, Homomonument



### First Gay cruise to Amsterdam Pride



On August 7th and 8th 2010, during the Amsterdam Gay Pride, for the first time its history the Passenger Terminal Amsterdam will receive an all-gay cruise ship. This Amsterdam Pride Cruise will set sail from Copenhagen on July 29th and will pass Sint Petersburg and Stockholm before it reaches Amsterdam. Since 1990, Atlantis Events has been active in the field of gay vacations and it organized its first all-gay cruise in 1995. This was an enormous success and the organization has seen explosive growth ever since. The 2008 ship Eurodam was chosen for the Amsterdam Pride Cruise, a spectacular ship 285 metres in length, sailing under the Dutch flag.

It offers room to up to 2600 guests. Cruises are hot; the gay cruises of Atlantis are almost always fully booked. PTA is delighted to receive this first gay cruise and will organize a festive reception in collaboration with GAYtic ([www.gaytic.nl](http://www.gaytic.nl)) GAYtic is the Amsterdam Gay Tourist Office, an agency of the Amsterdam Tourist Office.

Additional information on Atlantis Events: [www.atlantisevents.com](http://www.atlantisevents.com)

### Exposition Gays&Gadgets

Until August 15th, 2010, photographer Rene Zuiderveld will hold a comprehensive exposition of his work at Gays&Gadgets. His photographs offer a glimpse into the private life of his subjects. They reveal themselves whilst staying fully dressed and are photographed in surroundings that are expressive of their life. The photographs are often intrusive and a mix of eroticism and passion. The passion for photography is expressed in every single photograph.

Gays&Gadgets the gay gift shop at Spuistraat 44, organises plenty of activities during the Gay Pride, visit [www.gaysandgadgets.com](http://www.gaysandgadgets.com) for a complete overview. Open daily from 11am – 8pm, on Sundays open at noon.

- Gays&Gadgets, Spuistraat 44

### 'Hartjesdagen' (Days of Hearts) on the Zeedijk

On August 14th and 15th 2010, the Zeedijk will celebrate the traditional 'Hartjesdagen'. A colourful and extravagant block party, in which tradition lets men dress as women and women as men. In recent years, the Zeedijk has developed into a popular hotspot with bars such as Queens Head, de Barderij, de Engel van Amsterdam and as of recently the return of Café 't Mandje, which was the first gay bar in the World in 1927. Hartjesdagen includes various theatrical performances on the street, a vocal festival and



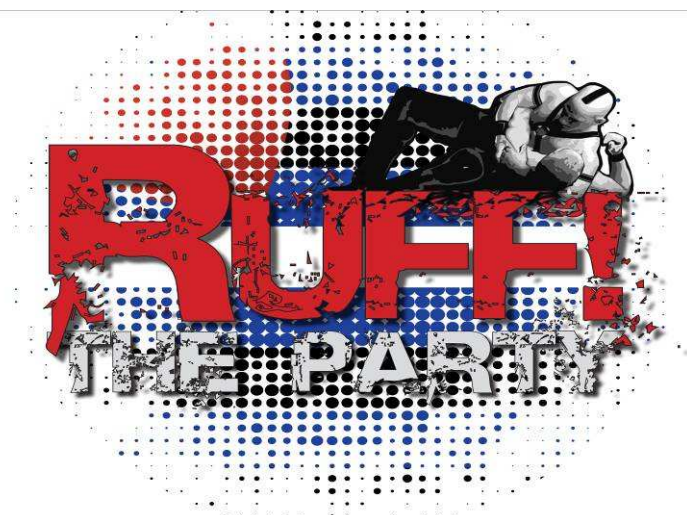
many musical surprises. Naturally the Zeedijk will be closed down for traffic that weekend. For additional information: [www.zeedijk.nl](http://www.zeedijk.nl)

### Get Ruff 2010 - Leather Pride Amsterdam with mega Ruff! The Party

Every year, around November 1st, one of the world's oldest and largest Leather Pride manifestations takes place in Amsterdam with the motto 'Get Ruff'. This year, the 15th edition of this manifestation will take place from October 28th through November 1st 2010. This anniversary edition of 'Get Ruff' will be celebrated on a large scale, with thousands of visitors from all over the World expected to join in the festivities.

During four days, Amsterdam will be flooded with visitors dressed in leather, rubber, sportswear and other fetishes. 'Get Ruff' will be opened on Thursday night with the 'RoB 35<sup>th</sup> Anniversary Party', on Friday night the Leatherpride edition of 'Furball' will take place. The absolute highlight of the weekend will be 'Ruff! The Party' on Saturday October 30th in Lexion Venue. There will be over 2000 visitors, multiple dance floors and of course the famous playrooms. With performances by famous DJs such as London's Jack Chang. On Sunday, you can end the weekend dancing at Rapido in Paradiso. But it's not just the large parties that shall attract visitors to Amsterdam, the Amsterdam gay bars, restaurants and shops will organise 30 smaller events.

There are special package deals for hotels during the Leatherpride / Get Ruff that include admission tickets. For extensive information and the complete programme visit: [www.get-ruff.com](http://www.get-ruff.com)



### Warmoesstraat centre of the Leather Pride

The heart of the internationally famous Amsterdam Leather and Fetish scene is the 'Warmoesstraat Quarter', the square in between the Zeedijk and the Warmoesstraat. Here you can find plenty of fetish related establishments with focus on leather as well as cruise bars such as 'Argos', the 'Eagle', 'Dirty Dicks', you can dance at the 'Cockring', but also go shopping at the World famous 'RoB Flagship Store'



and at 'Mr. B'. From the early morning until deep into the night, the 'Warmoesstraat Quarter' offers not only gay (fetish) stores, bars and clubs, but also restaurants and culture. Unique is that everything is in walking distance of each other.

Other famous leather and cruise bars in nearby include The Cuckoosnest and The Web. Alongside Ruff! The Party, the Leather Pride Amsterdam includes several other parties such as those in Club Church and Paradiso.

There are special package deals for hotels during the Leatherpride / Get Ruff that include admission tickets. For extensive information and the complete programme visit: [www.get-ruff.com](http://www.get-ruff.com)

## Rapido Halloween dance party in Paradiso in diabolical spheres

On October 31<sup>st</sup> 2010

Paradiso, the uncrowned Amsterdam temple of Rock, will host a very special edition of the renowned Rapido gay-dance party: Halloween.

This is the conclusion of the Leather-Pride weekend. All devils and demons can go crazy one last time and party to the best beats of the Rapido dj's. The three different dance stages will each get their own atmosphere with the help of special high-tec lighting techniques. Varying from a devilish lounge in the



basement to a roaring, spectacular display of what could be hell on earth in the *main area*. The party guarantees the most beautiful and most muscular international visitors from hell, worlds best music styles, perfect backdrops and above all a magical atmosphere inside the former church Paradiso. Rapido in Paradiso starts at 3pm and lasts until 2am; it is followed by an AFTER in Exit, Reguliersdwarstraat 42, from 1am until 10am. Additional information, also on special hotel deals, including entrance to the Rapido Party can be found on: [www.clubrapido.com](http://www.clubrapido.com)

## Africa in the Picture Film Festival 2010 with Gay Africa

From November 2nd through November 7th 2010 the Africa in the Picture Film Festival will take place. As the only African film festival, the Africa in the Picture festival devotes special attention to the love, battle, glamour and sex of brave gays, lesbians, bisexuals and transsexuals in Africa and the Diaspora.



There is no other continent in the World where gays and lesbians have such a hard time as in Africa. In countless countries homosexuality is still a crime, punishable even with the death penalty. And the circumstances are only getting worse. Even in a country such as South-Africa where gay marriage is legal, gays are exposed to danger on a daily basis.

ProGay-chairman Frank van Dalen visited a diversity meeting in Amsterdam six months ago. 'Here, a man from Uganda asked why the Dutch government is so active in its propaganda of homosexuality. Wasn't there a fear that if everyone was encouraged to become a homosexual, the entire human race would become extinct. And he also claimed that homosexuality was a typical western trait. Africa has no homosexuals. He didn't know any gay or lesbian people there.'

The Netherlands has developmental projects in many African countries. But if people from Africa hold beliefs and images as such, it is the duty of the Netherlands to direct more attention to the development of knowledge about gays and lesbians in the countries involved. The complete programme will be online shortly at: [www.africainthepicture.nl](http://www.africainthepicture.nl)

## MISCELANIOUS NEWS

### Your Amsterdam vacation starts at home!

A good preparation for a great vacation in Amsterdam starts at home! Order a free information package about Gay Amsterdam on [www.gaytic.nl](http://www.gaytic.nl). The Dutch capital has an official Gay Tourist Information Centre, part of the network of Tourist Information Offices (VVV) in the Netherlands. GAYtic offers information about Gay Amsterdam. The free information package that can be ordered includes the Gay & Night magazine, Gay News, the Amsterdam Gay Map extensive information about gay activities and locations and more. All based on the period you are planning to visit Amsterdam. The package can be collected on the day of your arrival in Amsterdam at GAYtic, Spuistraat 44, 1012 TV Amsterdam. Open daily from 11am- 8 pm, and on Sunday open from noon. During your stay, GAYtic is your gateway to Amsterdam. Alongside information they also offer a helping hand if your stay is not entirely as you had expected. You can log onto the internet with your own notebook.



### Hip briefs, swimwear, socks and much more



For pink lovers of hip briefs, swimwear and socks, Amsterdam is a true paradise. Within walking distance of each other you can find specialised stores in the heart of the city, including a few flagship stores. Especially around the Negen Straatjes district and on the Zeedijk.

An overview of the stores below:

- Andrew Christian, Wolvenstraat 1-3
- Mensocks, Runstraat 6
- ES-winkel, Zeedijk 61 (next to gay café Bet van Beeren)
- Tothem Underwear, Nieuwezijds Voorburgwal 149
- The Fabulous Stringslip, Reguliersdwarstraat 59
- Bjorn Borg Underwear Store, Spuistraat 137/125

Events are subject to change!

Up-to-date texts. Newsletter on Internet: announcements of events are subject to change. The updated text of this newsletter and other items can be found at: [www.atcb.nl](http://www.atcb.nl)

For more press information and images: Amsterdam Tourism & Convention Board Communication Department, phone +31 (0)20 5 512 531 e-mail: [h.terbalkt@atcb.nl](mailto:h.terbalkt@atcb.nl)

**Note:** Information for the public, call: **+31 (0)20 201 8800** or go to [www.iamsterdam.com/visiting](http://www.iamsterdam.com/visiting)

Visual material is to be found at [www.amsterdamimage.com](http://www.amsterdamimage.com)