



## FOR IMMEDIATE RELEASE

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### **REGISTRATIONS FOR GAY GAMES VIII COLOGNE 2010 PASS 1,700**

*Sign up will close soon for two sports - Golf and Sailing – that are nearing capacity*

**San Francisco – (14 September 2009)** - Cologne, Germany – The organizers of the 2010 Gay Games in Cologne, Germany, announced today that more than 1,700 athletes and artists have now registered to participate in the quadrennial sports & cultural event next July and August. Participants from more than 30 nations have already signed up including many from Eastern European countries where many who are openly gay or lesbian are still persecuted. Participation by the host country Germany leads all other nations with registrations from the United States and The Netherlands following close behind.

“Registrations have increased substantially in the last few months,” said Annette Wachter, CEO of Games Cologne. “Summer LGBT sports programs in North America and Europe have helped drive registrations from the USA, Canada and Europe. The approach of the southern hemisphere’s summer has also increased registrations from Australia and South Africa. We are on target to have participation levels of 8,000 to 10,000 next July and August in Cologne.” Two sports – golf and sailing – are nearing capacity. There are 34 sports and 4 cultural events being offered at the event.

“Now is the time to register for the 2010 Gay Games,” urged Kurt Dahl (Chicago) and Emy Ritt (Paris), co-presidents of the Federation of Gay Games (FGG). “Early registration secures a participant’s spot in a sport or cultural event that may otherwise sell out, and allows Cologne to better plan for next summer’s 8th Gay Games.” FGG delegates from around the world will get a chance to review Cologne’s preparations as they head to the German host city September 26 to October 2, 2009, for its Annual meeting.

Gay Games VIII runs from July 31 to August 7, 2010, and will open with an inspiring Opening Ceremony at RheinEnergie Stadium, the city’s football (soccer) stadium. Up to 48,000 people are expected at the Opening Ceremony according to Andrea Müller, head of the Games Cologne Ceremony & Culture Task Force. Entertainment has not yet been announced but past Gay Games performers have included Tina Turner, Cyndi Lauper, Kylie Minogue, Erasure’s Andy Bell and Heather Small.

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### **Media Sponsors**

The 2010 Gay Games are proud to welcome its early media sponsors: reFRESH Magazine (London, UK), Blu Media/Sergei (Berlin, Germany), BOX Media (Cologne, Germany), Sydney Star Observer (Sydney, Australia), Southern Star (Melbourne, Australia), LOTL (Sydney/New York), Windy City Times (Chicago USA), Desert Daily Guide (Palm Springs, CA, USA), QNews (Brisbane, Australia), Out In Perth (Perth, Australia), Talk Magazine (Palm Springs, CA, USA), Liberty Press (Wichita, KS, USA) and Compete Magazine (Tempe, AZ, USA). For a full list of sponsors, visit [www.games-cologne.com](http://www.games-cologne.com). For media sponsorship information contact Ingo Schneider (Germany) at [i.schneider@games-cologne.de](mailto:i.schneider@games-cologne.de), or Kevin Boyer (USA) at [kevin.boyer@games-cologne.com](mailto:kevin.boyer@games-cologne.com).

The eighth edition of the quadrennial Gay Games will be held in Cologne, Germany from 31 July-7 August 2010. Chicago's seventh Gay Games in July 2006 drew 11,700 participants.

For information about how to sponsor or participate in Gay Games VIII in Cologne, Germany, visit [www.games-cologne.com](http://www.games-cologne.com) or phone +49 221 925 2607.

For information about or to sponsor the Federation of Gay Games, go to [www.gaygames.org](http://www.gaygames.org).

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### ***About The Federation of Gay Games:***

The Federation of Gay Games is the international governing body that perpetuates the quadrennial Gay Games and promotes the event's founding principles of "Participation, Inclusion and Personal Best"™. The Gay Games was conceived by Dr. Tom Waddell, an Olympic decathlete, and was first held in San Francisco in 1982 with 1,350 participants. Subsequent Gay Games were held in San Francisco (1986 - 3,500 participants), Vancouver (1990 - 7,300 participants), New York (1994 - 12,500 participants), Amsterdam (1998 - 13,000 participants), Sydney (2002 - 11,000 participants), and Chicago (2006 - 11,700 participants). Gay Games VIII will be held in Cologne, Germany on 31 July-7 August 2010.

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