

MEDIA RELEASE

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Stellar line-up announced for Northern Pride

Dance music superstar Basshunter heads the line-up at what organisers are promising will be the biggest and best Northern Pride yet.

The event, which celebrates the LGBT community, takes place on Saturday July 17 in Newcastle.

The fun starts at 11.30am at Newcastle Civic Centre when members of the LGBT (Lesbian, Gay, Bisexual and Transgender) community, their families and friends will gather for a colourful and celebratory Pride Parade through Newcastle city centre.

They'll arrive at Leazes Park at 1pm for the Pink Picnic. Organisers are expecting 10000 people from across the region and the UK to come along for an afternoon of music, dance, cabaret and merriment.

Basshunter will be joined on the bill by Lisa Scott Lee, X Factor finalists Same Difference, rising stars on the Newcastle and UK music scenes, dancers, comedians, burlesque performers and drag artistes performing across three stages.

There'll also be a tea tent, a licensed bar, a variety of stalls and people can of course bring a picnic!

"We've got a great line-up this year and we're looking forward to welcoming the LGBT community and their friends to a fabulous event on July 17," said Tom Gorman, Chair of Northern Pride.

This year there will also be a host of other Northern Pride events to enjoy including highlights from The London Lesbian and Gay Film Festival; The Festival of GB, which explores gender-bending art, film and music; and Paws with Pride, the Northern Pride dog show.

For the first time, Northern Pride also has its own radio station Pride Radio, which began broadcasting all the LGBT news and events plus some great music on 87.9FM in Newcastle and Gateshead and online at <http://www.prideradio.co.uk> on June 21 and continues until July 18.

People can find out more about Northern Pride on www.npride.org.uk

ENDS

Notes to editors

For further information or to request interviews with performers or organisers before or during Northern Pride please contact Jane Byrne at The Communications Cooperative on 07794 290 176 or email: jane@thecomunicationscooperative.co.uk

Images of Basshunter, Lisa Scott Lee, Same Difference and last year's Northern Pride are available from:

<http://www.dropbox.com/gallery/7882679/1/Northern%20Pride?h=cf6446>

Highlights of the Northern Pride Pink Picnic and satellite events and the Northern Pride logo are attached.

Pride events celebrate the LGBT community and commemorate their struggle for equal rights. The first Pride events were held in the USA in 1970 and they now take place all over the world.

2010 will be the third Northern Pride; the first took place in 2008.

Northern Pride is organised by Northern Pride Events Limited a not-for-profit community interest company whose senior management committee comprises of members of the local LGBT Communities.

Northern Pride is sponsored by NHS Northeast, Newcastle City Council, Gateshead Council, Your Homes Newcastle (YHN), Gentoo, Gateshead Housing Company, Unison, Unite the Union, ARCH, Mesmac, NASUWT, FBU and Fat Boy Leisure.