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World Outgames awarded multi-million grant from Danish Marketing Fund

Organizers of the World Outgames, the international LGBT sports, culture and human rights festival to be held in Copenhagen from 25 July – 2 August 2009, have been awarded a grant of more than six million Danish kroner (approximately 805,000 Euros) from the national Marketing Fund administered by the Ministry of Economic and Business Affairs.

World Outgames 2009 has received a multi-million kroner share of the Danish National Marketing Fund set aside to promote Denmark abroad. Funding is granted every year to support activities that increase awareness about the social and cultural values and achievements that make Denmark an attractive place to visit, live and do business.

The grant of more than DKK six million (approximately 805,000 Euros) to World Outgames is specifically earmarked to support the project's marketing activities which are expected to bring nearly 20,000 foreign visitors to Copenhagen next year. This is additional to the 25 mio Danish kroner (approximately 3.3 mio Euros) already granted by the Copenhagen Municipality.

"This grant creates the absolute best condition for us to tell the great story about World Outgames to our international target audience," said Uffe Elbæk, CEO of World Outgames 2009.

"And this support from our government also sends a clear signal to the international community that Denmark supports tolerance, cultural diversity and personal freedom," said Uffe Elbæk.

During the coming months World Outgames, and by association, Copenhagen and Denmark will be promoted at more than 80 different sport, cultural and human rights events in Europe and North America.

In addition to the grant from the Marketing Fund, World Outgames is supported by the City of Copenhagen, the Institute of Human Rights, Amnesty International, SAS, IBM, the Danish Gymnastics and Sports Associations and the National Olympic Committee and Sports Confederation of Denmark among many.

"World Outgames will be fully integrated into the life of Copenhagen with a wide variety of exciting cultural activities in the streets and squares, as well as sports tournaments all over



town," said CEO Uffe Elbæk. "Our ambition is to make World Outgames 2009 a large public manifestation of freedom for all – regardless of sex, age, cultural background or sexual orientation."

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