



Pride in London appoint Underbelly as Event Producer Partner

- Live entertainment company Underbelly appointed as Event Producer for this year's Pride in London celebrations
- Four-year contract to support growth and enrichment of the festival
- Major step towards a stronger and more sustainable Pride for the capital

London LGBT Community Pride, the volunteer organisation chosen by the Mayor of London in 2013 to deliver Pride for five years, has awarded a four-year contract to Underbelly to deliver the event. This is the first time in the event's recent history that a single overarching producer has been appointed. Underbelly will work in partnership with the Board of London LGBT+ Community Pride to develop the event over the next four years.

Pride in London is the Capital's second largest one-day event after the New Year's Eve fireworks. This year's event, which includes the Pride Parade, Trafalgar Square and Soho entertainment will take place on Saturday 28th June with a festival of events in the week running up to it and the Pride Picnic in the Park on Sunday 29th.

Underbelly's roster of events and festivals include *Udderbelly Festival* and *London Wonderground* on London's Southbank (which features the iconic upturned purple cow venue), *Underbelly at the Edinburgh Festival Fringe* and the *Comedy Hullabaloo* in conjunction with the RSC in Stratford upon Avon. They are the Event Producer for *Edinburgh's Christmas* celebrations and for Westminster City Council and the Society of London Theatre's *West End Live* concert in Trafalgar Square. In 2013, Underbelly sold over 750,000 tickets for its events and welcomed over 4 million people to event sites that it managed.

Michael Salter, Chairman of London LGBT+ Community Pride, said;

'The appointment of Underbelly follows a rigorous selection process. Their track record of delivering innovative, engaging events speaks for itself and we are delighted that they will be bringing their creative and organisational strengths to Pride. In 2013 we delivered Pride in London for the first time and two-thirds of the community agreed it was better than past Pride events they had attended. Underbelly will bring fresh energy to our work making the capital's Pride celebrations richer, broader and more effective in promoting the cause of equality and supporting our community. This appointment is an important step in securing a strong and sustainable future for Pride in London which will increase our promotion and support of the very best of the LGBT+ community, in particular smaller events and organisations. Pride in London will continue to rely on a fantastic group

of volunteers to create, steward and deliver the event, and it's great their work will now be supplemented by Underbelly's experience.

Ed Bartlam, Director of Underbelly, said;

'We are extremely honoured and excited to have been chosen to work with London LGBT+ Community Pride in delivering Pride in London. This is an important and hugely popular event for London. As Event Producer, we want to maintain the excellent safety record that Pride in London has achieved whilst developing the quality and diversity of the event. We feel confident that our experience as both a producer of live entertainment and a producer of events stands us in good stead to meet these exciting challenges.'

Notes for editors

About Pride in London

Pride in London is the city's annual celebration of lesbian, gay, bisexual and transgender (LGBT) people and culture and consists of a week-long festival celebrating all aspects of the LGBT community.

Pride in London 2014 will take place in the capital from 22nd – 29th June, with the central London parade, festival in Trafalgar Square and activities in Soho taking place on Saturday 28th June.

Pride in London is London's second largest annual event with levels of satisfaction equal to the 2012 Olympic and Paralympic Games – higher than any other event supported by the Mayor of London¹

Over 15,000 people joined the Parade in 2013 with 200,000 more packing the streets of Soho all day and 65,000 people enjoying the entertainment in Trafalgar Square

Application for media accreditation for Pride in London is open online: www.prideinlondon.org/media

London LGBT+ Community Pride is a Community Interest Company appointed by the Mayor of London to deliver Pride in London from 2013 to 2017. It is run by volunteers and any surplus made can only be used for future Pride events or distributed as grants to LGBT+ community causes.

Patrons of Pride in London are: Sir Ian McKellen, Martina Navratilova, Sir Elton John and David Furnish.

For more information call
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About Underbelly

Underbelly is a UK based, live entertainment company. Their events and festivals division runs one of the largest operations at the Edinburgh Festival Fringe, selling over 220,000 tickets in 2013. 2014 marks the 6th year of Underbelly Festival at Southbank Centre and the 3rd year of London Wonderground at Southbank Centre. Elsewhere Underbelly produces Edinburgh's Christmas; Comedy Hullabaloo with the RSC in Stratford-upon-Avon; West End Live in Trafalgar Square for Westminster City Council and the Society of London Theatre.

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¹ Independent research by ICM for the Mayor of London

Through their Underbelly Productions arm they produce and promote live shows in London, throughout the UK and on tour internationally. www.underbelly.co.uk