**PRIDE BARCELONA 23rd - 30th JUNE 2018**

**PRIDE BARCELONA PRESENTS PROGRAM, NEW IMAGE AND ITS CAMPAIGN FOR THE RIGHTS OF LGTBI REFUGEES**

* **#allmyloving, the message of love that PRIDE launches to Barcelona to all citizens and tourists in Barcelona**
* **PRIDE Barcelona returns to its natural space at Av María Cristina on the 29th and 30th of June**
* **A program including more than 100 acts performing in the Gaixample and the entire city, including conferences, free outdoor concerts, parties, sports activities and much more**
* **Characteristic buildings will once again be illuminated with the rainbow flag**
* **Magali Dalix will host a training session with the aim of meeting a record of outdoor assistants**
* **Conchita, Loreen and Gala, among others, will perform at Avenida María Cristina**

Barcelona, ​​May 3, 2018 – Today the organization of PRIDE Barcelona presented its new image and social campaign, supporting LGTBI refugees, and the advancement of its program filled with concerts and activities to celebrate the largest pride in the Mediterranean area. PRIDE Barcelona, ​​which last year attracted more than 260,000 people with an economic impact valued at 40M euros, aims to be the axis of a change and a renewal in the feeling of the city in 2018.

Juan P. Julià, President of ACEGAL and President and CEO of Axel Hotels participated in the event; Eloi Morte, Director of ACEGAL and Director of Pride; Ferran Poca, Content Director of Pride; Gary Gautier, General Director of Casa Batlló; Magali Dalix, professional in the world of sports and creator of the #MagaliTrainbetter method; King Jedet, influencer and 'genderfluid' artist; and Cristóbal Garrido as Sharonne, a drag queen participating in the talent show *Tu Cara no me Suena todavía*.

In the framework of this event, Juan P. Julià, President of ACEGAL, presented the new image of PRIDE Barcelona, ​​which, in the context of a Barcelona confronted by socio-political and economic events, stands out by launching a message of love and unity to all citizens, especially the LGTBI collective. Under the message "All My Loving" and #allmyloving, the official slogan of the new campaign, PRIDE Barcelona wants to connect people from all over the world as it has managed to position itself as the biggest event in the Mediterranean area.

"*Barcelona is a city with an open heart, respect for diversity and it is also one of the favourite cities for LGTBI worldwide. We want to convey a positive and joyful message that invites everyone to celebrate and vindicate diversity* ", comments Eloi Morte, Director of ACEGAL and Director of PRIDE.

PRIDE Barcelona has also presented the awareness for LGTBI refugees in it´s new campaign. In more than 80 countries around the world, being LGTBI and falling in love with someone of the same gender or daring to be yourself is cause for persecution, torture, imprisonment and even assassination. The campaign created a series of four posters that expose these realities based on real testimonies. The objective is to raise awareness among all citizens about the possibilities of collaborating in their adaptation and help them to start a new life in a city as diverse and open as Barcelona. The campaign will be mainly seen in advertising media in the city and on social networks.

In the words of Carol, image of the main poster and testimony of the LGBTI Refugee campaign, "*Here I feel that my life is no longer in danger. As a person I have rebuilt myself, now I am more self confident in myself and I have hope. I want to communicate that our life has not been easy, but we are courageous people and we are fighting, we seek to move forward and be treated with respect and equality. That’s why the support of the people here is very important.”* Carol is a trans woman from Honduras and was welcomed in Barcelona a year and a half ago.

Within the entire agenda of events presented today, which includes more than 50 activities organized by associations for rights and humanity and more than 40 activities by companies, two dates have been related dedicated to the visibility of the refugee’s asylum system: the 14th of June at 7pm with the International Conference at the Convent de Sant Agustí; and on the 27th June at 7pm with the National Conference of the asylum system in Spain, also at the Convent de Sant Agustí.

**BARCELONA RETURNS TO ILLUMINATE ARCOIRIS**

After the international success of the last edition, emblematic/characteristic buildings in the city will once again be illuminated with the rainbow flag to make the support to the LGTBI community and the vindication of their rights visible and celebrate the diversity in an inclusive way. This will take place on the 28th of June and will include building like the famous Casa Batlló, the W Hotel, the Las Arenas Shopping Center and the El Molino. According to Gary Gautier, General Director of Casa Batlló: "*At Casa Batlló we dedicate ourselves to create cultural experiences that surprise and excite our visitors. With the same freedom that Gaudí created this work of art, we return to join Pride Barcelona with a message of love Casa Batlló is everyone's house.* "

**PROGRAMMING 2018: LOREEN, CONCHITA, GALA, CAMELA, MS NINA AND KING JEDET, AMONG OTHERS, WILL ACT ON THE MAIN STAGE**

Vindication, concerts of international and national artists totally free, parties, sports competitions and offers for all audiences constitute the programming that will vibrate the city in the month of June. "We have worked to offer a varied and quality entertainment, with international and national artists, new offers and shows to make PRIDE BCN an outstanding event for the city and soon we will announce more news." says Ferran Poca, Content Director.

One of the great news is that PRIDE Barcelona returns to Avenida María Cristina. The mythical avenue will become the heart of PRIDE BCN on the 29th and 30th of June and will have three main spaces: PRIDE VILLAGE with LGTBI associations, talks, activities and of course a large restaurant area with food trucks and other attractions; PRIDE KIDS with activities and children's elements where families are the protagonists; MAIN STAGE with music, dance competitions, competitions between the best Drag Queens, Djs and performances of artists from the national and international scene.

On Friday, the 29th June, at 7:00 pm, the traditional "Heels Race" will take place on Avenida María Cristina, for which no prior registration is required. At 7.30pm, the program of concerts and parties will officially begin. At 9pm, the "Barcelona Drag Race" will start, the show competition in which the best Drags will compete to be crowned as the "Queen of the Pride".

The promotion of the sport is one of the novelties of this edition with an important appointment on Saturday the 30th of June from 11 am to noon with the Masterclass by Magali Dalix, athlete and creator of the well-known high-performance training method Magali Train Better, whose goal is beat an attendance sports record. From noon to 15pm the first PRIDE DANCE! will take place, a spectacular competition, where the best schools and dance groups will participate.

On Saturday, the 30th of June at 5pm, the Manifestation will begin with the theme " Por las personas Refugiadas LGTBI / For LGTBI Refugees". The march will start from the Parc de les Tres Xemeneies, it will go through Paral.lel Avenue and it will arrive at María Cristina at around 7:00 p.m., where the Manifesto of this edition will be read.

During the 29th and 30th of June, on Avenida María Cristina, Conchita (Winner of Eurovision 2014), Loreen (Winner of Eurovision 2012), Gala, Camela, La Prohibida, Ms Nina and King Jedet will perform, among others. The complete program will be announced in the upcoming days and promises to be one of the biggest prides ever been celebrated in Barcelona.

**ONLINE STORE**

Another great innovation announced today by PRIDE Barcelona has been the creation of a new website and online store with merchandise and the new shirt of this edition, created in collaboration with the Catalan clothing brand Addicted from ES Collection. Part of the proceeds from the sale will be used for social purposes for associations that follow the struggle and demand for LGTBI rights in Spain.

PRIDE Barcelona 2018 expects to achieve the highest participation in recent years, with an activity calendar full of news and with the most important actions poster so far. The present edition wants to gather people from all around the world, being the second Pride in importance in Spain and the largest in the entire Mediterranean area.

**More information at**[**www.pridebarcelona.org**](http://www.pridebarcelona.org/)

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