



Performer: Sara Wheeler



# PRIDEHOUSE REPORT

JULY 9, 2015

Performer: Cat Mac & the Cats



## *FIFA Women's World Cup Pride House*

June 26 - July 5th, 2015 Vancouver opened its doors to welcome the world to watch the FIFAWWC. Pride House was created to develop a safe and inclusive space for Gender & Sexual Minorities GSM LGBT athletes, family, friends and fans to watch and be their authentic selves.

# PRIDE HOUSE VANCOUVER

The goal of Pride House Vancouver at the FIFA Women's World Cup was to:

- ⚽ Raise the visibility both on a local and international level that Vancouver is a safe, inclusive, and diverse community.
- ⚽ Provide a fun, safe and inclusive space for people to

come together and celebrate queer art, sports and culture at an international sporting event (FIFA Women's World Cup)

- ⚽ Demonstrate the city's commitment in fostering a vibrant and inclusive neighbourhood where residents and visitors can come together to watch the games.

## *Pride House Programming*

The FIFA Women's World Cup Pride House was open from June 26th through to July 5th encompassing six game days (June 26, 27, 30, July 1st, 4th, and 5th) and four non games days (June 28, 29 and July 2, 3).

Headline artist included:

Queer As Funk <http://queerasfunk.com/>

Kate Reid <http://katereid.net/>

Sarah Wheeler <http://sarahwheeler.com/>

Root N Branch <http://bit.ly/RootNBranch>

Pride House also welcomed an amateur band to play at the pavilion, Cat Mac and the Cats. The Vancouver Frontrunners were the only sports club that was able to have an official club event at the pavilion. Other sports clubs did not have enough time to gather their membership or they were occupied with attending the actual FIFAWWC matches.

## *Attendance*

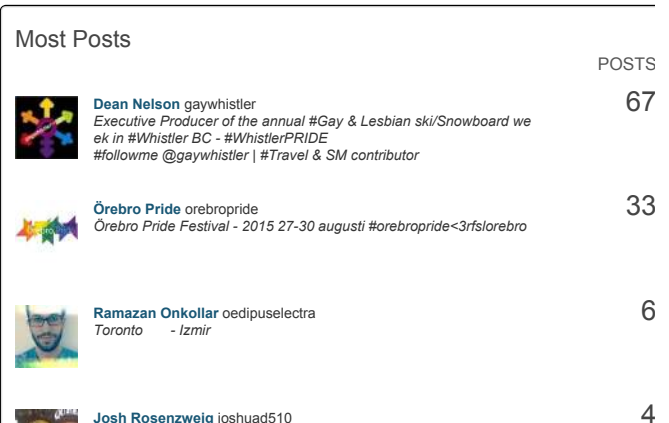
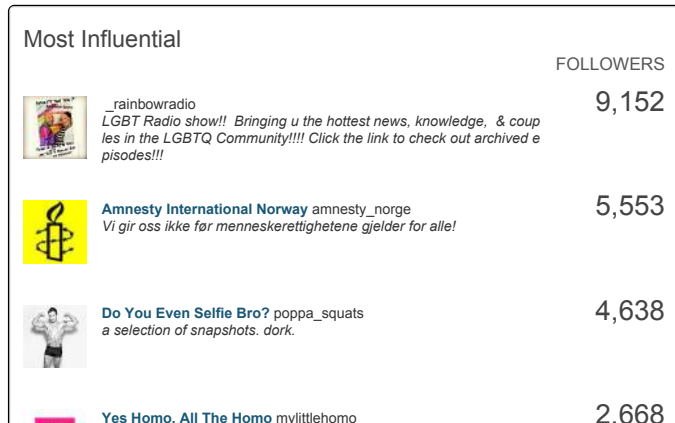
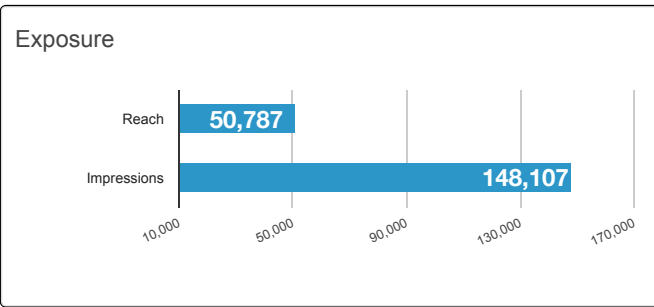
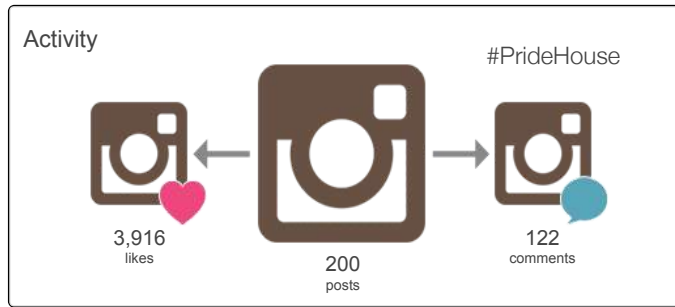
Over the ten day period we welcomed an estimated 957 visitors from eight countries including: USA (NY, CA, FL, OR, MN, MO, MT, PA, and OH), Ireland, UK, Japan, Spain, Brazil, Germany and Switzerland. We also welcomed visitors from across Canada including BC, AB, ON and NB.

Game days were much busier than non game days and the best turn out was for the final weekend with Pride House headliner "Queer as Funk" and the final match between USA vs. Japan.

7/26	7/27	7/28	7/29	7/30	7/01	7/02	7/03	7/04	7/05
50	100	51	45	62	104	33	76	117	319

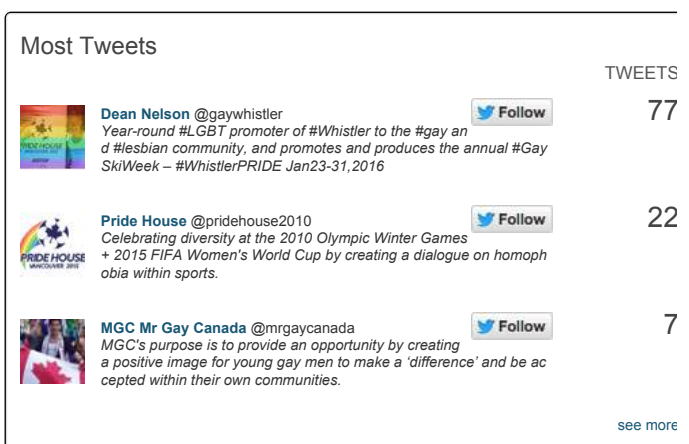
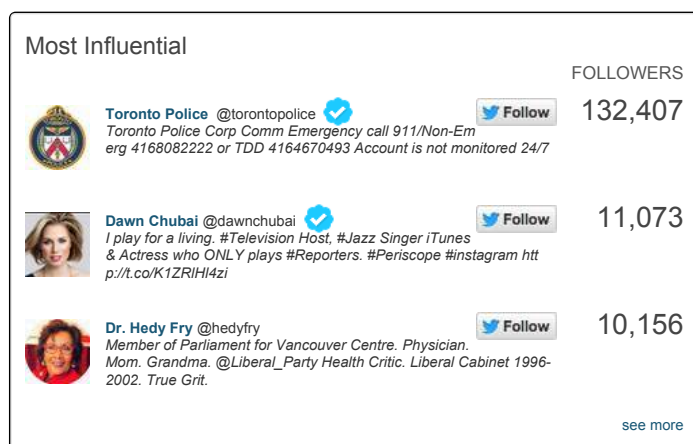
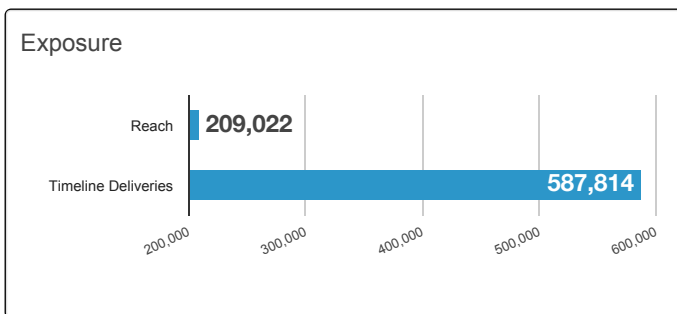
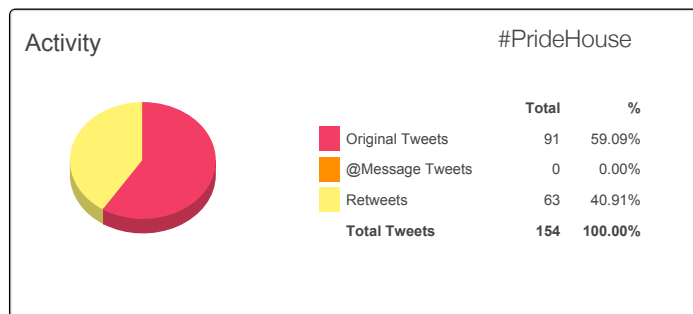
## *Social Media*

Pride House Vancouver's success was primarily on social media. Fans from around the globe could follow via #PrideHouse or @PrideHouse2010 @GayWhistler Twitter, Instagram and Facebook. Total impressions saw nearly 150K on Instagram + 600K on Twitter. 5,126 on Facebook fan Page of Pride House.



Twitter Collection Started: 6/28/2015 4:20 pm

FIFAWWC Pride House Twitter Report



## Transcript



**Dean Nelson** @GAYWhistler

Some of the #FIFAWWC #PrideHouse magic in #Vancouver at Day 10, closing celebrations with... <https://t.co/Fx1gsYo2mU>

Mon Jul 06 2015 15:54:30 GMT-0700 (PDT)

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# HIGHLIGHTS FROM THE 2015 VANCOUVER FIFA WOMEN'S WORLD CUP PRIDE HOUSE

Pride House gave athletes a vehicle to engage and discuss homophobia within Sport. Retired team Canada and Soccer Hall of Fame, Carrie Serwetnyk along with some other women professional athletes came out at Pride House. The pavilion gave Carrie an opportunity to promote her non-profit foundation Equal Play FC and sell the official Pride House pendant, Kiwkw, designed by Vancouver First Nations artist Corrine Hunt. Erin McLeod, FIFA Team Canada keeper was able to promote her "Unity Scarf" produced by Vancouver fashion designer, Adelle Renaud and Vancouver Coast Salish artist Debra Sparrow.

## *Social Media*

The social media engagement from around the world was extraordinary. By sharing photos, videos, and updates via Facebook, Twitter, Instagram, and Vine we were able to create a virtual Pride House to help connect people and make them feel a part of the pavilion experience. Officially the reach on Facebook was recorded at 5,126 impressions, however we know this number is much higher as it did not account for shares that were posted on people's individual Facebook accounts as well as partner fan pages like Peau de Loup, NuCerity, XY, and community pages like Vancouver Frontrunners, HIM - Health Initiative for Men, QMUNITY, OUT Vancouver, etc..

## *Connecting Community*

What was special about Pride House was how it was able to bring various community groups together that would not normally interact or be at the same venue at the same time. We had various Lesbian groups that left the comforts of Commerical Drive to come into the heart of Davie Village to cheer on their favorite teams. We had older men and women take in some of the cultural programming that would not normally visit. Pride House saw some of the regular "Bear" Pump Jack crowd visit the pavilion and ended up staying throughout the week. We also had various straight allies come and show their support of the pavilion and celebrate our diversity.

## *Vancouver: Inclusive by Nature*



Opening day of Pride House was incredibly special. Friday, June 26th the Supreme Court of the United States (SCOTUS) voted in favor of Marriage Equality for all of America. Pride House was able to celebrate this victory as Canada prepared to celebrate a decade of Marriage Equality and shared stories of our inclusive nature with our visitors. Through word of mouth and via social media visitors were able to find the pavilion and meet new people from far and wide. New

friendships were formed and some friendships mended as we cheered on Team Canada or our favorite teams. A new appreciate for how hard these FIFA Women's World Cup athletes played. In the final match between the USA vs. Japan, Abby Wambach (USA) shares a passionate kiss as she celebrated with her wife, Sarah Huffman, one of the most significant events in her sporting career - fearless and in the moment. What was significant about this image was that just five years ago that would have been a tragic career limiting move. Today, as with heterosexual athletes, this was viewed as "normal" and is what the spirit of Pride House was all about. We have created a safer environment for our athletes to be their authentic selves.



Dean Nelson + Caryl Dolinko



Performer: Root N Branch



## Homophobia in Canadian Sports

Recent international study on homophobia in sports reveals that Canada still has a lot of work to do in making sports safer. Visibility of Pride House and education in schools and sporting organizations is helping to make the change for the better.



Performer: Queer as Funk



Performer: Kate Reid



# RECOMMENDATIONS

The importance of Pride Houses at major international sporting events is still very important and topical. Our recommendations for the City of Vancouver in activating other future Pride Houses are as follows:

1. At the **bid process** of hosting a major international sporting event a Pride House activation would be presented as part of the bid. It would be an expectation from the Games organizing body that a Pride House be activated and that they would fully endorse and make Gender and Sexual Minorities GSM/LGBT as part of their desire to make the sporting environment safe and inclusive for all.
2. Recommend having an **information tent within the official "Fan Zone"** to create the opportunity to engage a wider audience to provide information on the role of Pride House and direct guests to the official pavilion celebration / cultural pavilion.
3. Confirmation of funding and support in a timely manner. Longer lead times on financial and in-kind support from the city and other agencies will allow for a better activations and opportunity for a wider community engagement.



## PRIDE HOUSE GROUP

Alpenglow Productions Corp.: Dean Nelson and Sunil Sinha were the executive producers

XY, 1216 Bute Street, Vancouver: Jennifer Mickey was the host venue of the Pride House

Community Groups:

- Vancouver Frontrunners: Mark Rozenburg
- HIM - Health Initiative for Men: Andrew Poon, Matthew Taylor
- Equal Play FC - Free Kick Foundation: Carrie Serwetnyk
- BOLD Fest: Pat Hogan

Engaged to be part of the pavilion:

QMUNITY, West End BIA, Vancouver Pride Society, Out for Kicks, Timberline Dance Society, English Bay Swim / Polo Teams, Rainbow Refugee.



# PRIDE HOUSE

JULY 2015

## *Alpenglow Productions*

dba Pride House Vancouver 2015

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[facebook.com/pridehouse1](https://www.facebook.com/pridehouse1)



Pride House  
International  
[pridehouseinternational.org](http://pridehouseinternational.org)

## *Dean Nelson*

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