

PRIDE
HOUSE





LEGACY REPORT
PrideHouse Rio
Final Legacy Report

INTRODUCTION

The PrideHouse Rio was an amazing and big challenge after Brazilian LGBT Sports Committee - CDG Brasil being invited to continue in this incredible and important international movement called PrideHouse created by a coalition of LGBTQ and allies organizations who is working to transform multi-sport games for everyone and making a better world to live.

One year for plan, create, organize, make contacts and make it happen, PrideHouse Rio had the mission to open some space for promoting equality and inclusion for all in the same place, especially in sports and recreational actions.

We believe that sports and recreational spaces can become inclusive for all, don't matter what's their sexual orientation, gender identity, race or ethnicity, religion and physical ability.

CDG Brasil works since 2009 promoting equality in sport and after a great experience at PrideHouse Toronto during the Pan American Games in 2015, it

worked to provide a welcoming and stimulating space in Rio de Janeiro for LGBTQ community as well for allies and visitors who came to spend an amazing time during the 2016 Summer Olympic Games, touching them to issues that LGBTQ people from all over the world face in sport and others spheres of society.

We are proud to have participated in this incredible project, leaving a legacy that will be used not only by Rio de Janeiro, but by other Olympic venues such as Pyeongchang in 2018, Tokyo in 2020 and where else the Olympic sports future determine.

We want a better and more inclusive world, where sexual orientation, gender identity, race, religion, physical ability don't make us feeling less than others, but where everyone could be exactly who they are, being happy, lovely, part of all societies and being accepted playing sports and have fun without suffering any prejudice or discrimination.

Live this passion. PrideHouse Rio is for everyone!

PRIDEHOUSE INTERNATIONAL MOVEMENT

The PrideHouse International Movement grows every year. Starting during 2010 Winter Olympic Games in Vancouver, the idea of organizing a space for LGBTQ people, delegations, athletes, volunteers and lovers of world sport became increasingly necessary in the face of great challenges against discrimination and homophobia and in favor to equality and respect.

The concept proved so powerful that subsequent PrideHouse have been organized in Warsaw (UEFA EuroCup Football 2012), London (2012 Olympics), Glasgow (2014 Commonwealth Games), Brazil (2014 FIFA World Cup), Vancouver (2015 FIFA Women's World Cup), and most recently, and successfully in Toronto (2015 Pan American Games), Paris (2016 European Football Championships) and Brazil (2016 Summer Olympic Games). Up coming, the PrideHouses are expected to take place in Seoul for the 2018 Winter Olympic and Paralympic Games, Tokyo for the 2020 Summer Olympic and Paralympic Games and where else the Olympic sports future determine.

www.pridehouseinternational.org



THE BEGGINING

The PrideHouse International Movement grows every year. Starting during 2010 Winter Olympic Games in Vancouver, the idea of organizing a space for LGBTQ people, delegations, athletes, volunteers and lovers of world sport became increasingly necessary in the face of great challenges against discrimination and homophobia and in favor to equality and respect.

After the success in PrideHouse London 2012, cancellation in PrideHouse Sochi 2014 and wonderful work done by PrideHouse Toronto 2015, the most inclusive PrideHouse since the first one, we were certain that it would be a great challenge to organize a PrideHouse in a country with so many bureaucratic problems like Brazil, a champion nation in violence and discrimination against LGBTQ people (<http://www.sdh.gov.br/assuntos/lgbt/dados-estatisticos/Relatorio2013.pdf>). The best part of this challenge is to be able to count on organizations and people who really want to change this paradigm and make the difference.



PRIDE HOUSE RIO

The PrideHouse Rio was held during the 2016 Summer Olympics in Rio de Janeiro from August 5 to 21. This game's edition was under great pressure due to the fact that there are several challenges to be faced, such as threats of terrorism in the world, financial and political crisis in Brazil, structural problems related to the accomplishment of the Olympic Games.

One of the biggest challenges about PrideHouse's realization in Brazil was the financial resources and support. After the PrideHouse International Movement's invitation we've try to talk with Brazilian Government, Rio de Janeiro Government, National and International Companies and the principles sponsors for 2016 Summer Olympic Games, but none of them offered support. There were countless attempts for callings, email contacts and sending of sponsorship and partnership proposal. Those are the the reason why we decided just make the PrideHouse Rio during the Olympic Games and not during the Paralympic Games.

In our minds it was better to do a smaller PrideHouse but with the certainty that we would be realizing with responsibility, professionalism

and love showing to the world the need to promote such an incredible event and moment for LGBTQ people and allies.

Even so, the determination to make PrideHouse Rio a safety, welcome and real place for everyone and wishing for this project continuity, which could be compromised after Sochi's ban in 2014 under



Pride House Toronto and Pride House Rio Team reunited during the Pan Am Games 2015 in Toronto, Canada.

VENUES

After several attempts at partnerships with LGBTQ institutions and organizations in Rio de Janeiro, and after a lot of conversation between the CDG Brasil directors, we decided to accept through a free partnership to use CasaNem as PrideHouse Rio in a bohemian neighborhood called Lapa. CasaNem is used for host transsexual people at social risk and vulnerability and also offers a space for socialization, democracy, workshops, shows, education, parties, shows and transformation of realities. Why do we choose this place for PrideHouse Rio? Because we needed to give voice to one of the most marginalized group inside the LGBTQ community and show to the world after all they were the only space who really wants to help us and make PrideHouse happen.

The PrideHouse Rio Pavilion was the center of our activities. Inside the PrideHouse Pavilion were realized the main activities and beyond the pavilion there was the PrideHouse Rio Village, located in the same street were CasaNem works and the PrideHouse Rio Celebra, located in the Aterro do Flamengo Park, about 0,9 miles away from the Pavilion and Village.



BEFORE



AFTER



OFFICIAL ACTIVITIES

The official activities of PrideHouse Rio were:

1 – PrideHouse Rio Pavilion

- Press Conference, interviews;
- Official opening cocktail;
- Athletes with Pride Exhibition: Banner Exhibitions with 40 LGBTQ athletes' photos who were participating in the Rio 2016 Games. Only 40 were exposed because until the creating and printing of all graphics material, according to the list of website "Outsports" this was the official number, however this number increased significantly, which could not be included in the exhibit;
- Dance, Yoga, Corporal Expression Classes;
- Round Table and Debates: The round table and debates were relate to homophobia, transsexuality, racism, gender identity, LGBTQ health access, insurance and violence, LGBTQ people in world sport;
- Singers and Drag Queen presentations;
- Parties, meet-and-greets;





OFFICIAL ACTIVITIES

2 – PrideHouse Rio Celebra

- Recreational activities;
- Badminton;
- Soccer;
- Volleyball;
- Dodgeball;
- Picnic;





OFFICIAL ACTIVITIES

3 – PrideHouse Rio Village

- At the weekend the street was held with cultural actions, exhibitions;
- Space for snacks and foods;



OFFICIAL ACTIVITIES

4 – PrideHouse Rio Kids

- Fairplay activities;
- Artistic and cultural activities: a team of volunteers promoted actions where kids exposed their creativity by showing what they think about diversity, discrimination through paintings, art workshops, learning and teaching about respect to LGBTQ people;



THE BUDGET

The only budget available for PrideHouse Rio came through a donation from The 519 – A City of Toronto Agency - through the Pridehouse Toronto Legacy Fund In the amount of CAD \$ 10,000 there were bank transfer fees deductions and Brazilian taxes totaling a subtraction of 30% of the original value, totaling an available value of approximately CAD \$ 7,000. The visual communication company Baloni Arts donated various items of materials that were used for space's adaptation and decoration, such as printed banners, T-shirts, flyers, disposable materials and general supplies

Behalf of PrideHouse Rio there was a great concern about the safety of LGBTQ people during the 2016 Olympic Games in Rio de Janeiro, because few weeks before there had been an massive attack at Pulse's nightclub in Orlando, Flórida, and this had alarmed the world about places with a higher LGBTQ people concentration. The PrideHouse Rio had support from Rio de Janeiro Military Police that made constant rounds to verify the security of the place and people walking around.



REACH

21

EVENTS

VOLUNTEERS

118

+
3000

VISITORS

PARTNERS

11

PrideHouse Rio notices and interviews appeared in international media in several languages (Portuguese, Spanish, English, German);

Although PrideHouse Rio faced many difficulties and it was held during the two weeks of the Rio 2016 Olympic Games and ended without any negative incident.

During this two weeks it was open, received thousands of visitors, mainly tourists from all over the world, who were able to appreciate the activities and feel the

warmth and receptivity of Brazilian people. It was a great challenge worthy of an Olympic final where the gold medal goes not for us CDG Brasil, but for all people who came and visit, participated and for all the world entities and organizations that promote confrontation, debates against discrimination for LGBTQ people and who could result in equality and human rights worldwide.

PARTNERS

PrideHouse Rio is made possible with the support of:



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