



Mega-Paula represents Helsinki at the Stockholm Pride event

Helsinki tourism services are being marketed at the Stockholm Pride 2013 event in Sweden, at the turn of July and August, in cooperation with drag artist Mega-Paula.

The Stockholm Pride 2013 event takes place from 30 July to 3 August. The event is open to all, and it highlights the human rights issues related to and the cultures of various gender and sexual minorities. Last year, the parade organised at the event attracted some 60,000 participants and some 600,000 people who watched it, whilst the park event drew some 14,000 visitors daily.

The Helsinki City Tourist & Convention Bureau and drag artist Mega-Paula will cooperate in marketing Helsinki tourism services at the event. Mega-Paula will participate in the Pride-opening of restaurant Mälarpaviljongen and join the Pride Parade on the truck with QX, Sweden's largest gay news site and magazine. After the parade he will also deliver greetings from Helsinki at the main stage of the park event in the afternoon and evening. In addition, Mega-Paula will participate in the Mr. Gay Sweden event.

"The Stockholm Pride week is the largest Pride event in the Nordic Countries, and the atmosphere there is amazing, friendly, international, and truly colourful. I'm looking forward to seeing all the wonderful artists through the week, and, of course, to the unbelievable atmosphere at the many parties around the city. I am proud to market beautiful Helsinki in Stockholm. Even though Helsinki is smaller than Stockholm, the atmosphere is just as warm and friendly," says drag artist Juha Rastas, well-known for his drag character even in Sweden.

The cooperation partners of the Helsinki City Tourist & Convention Bureau in this marketing campaign are Tallink Silja and the hotels in the Gay Friendly Helsinki network, Hotel Haven, Hotel Klaus K, Hilton Helsinki Strand, and Sokos Hotel Albert. Other cooperation partners include Eurokangas, the HannaKulla dressmakers, KeltainenRuusu, Nexamen, Teekkarien Autokoulu, Hugo's Room, Café Cavalier, as well as Mega-Paula's cooperation partners Joe Blasco and Ympyrätalon Silmäset.

For further information, please contact

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Stockholm Pride www.stockholmpride.org

Gay Friendly Helsinki <http://www.visithelsinki.fi/en/come/welcome-helsinki/gay-friendly-helsinki>

Pictures:

The Helsinki Tourism Material Bank, www.visithelsinki.fi/materiaalipankki

Kind regards,

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The Tourist & Convention Bureau is part of the Office of Economic Development, which is a part of the City of Helsinki Economic and Planning Centre.