



## **MEDIA NOTICE – IMAGE OPPORTUNITY**

- WHAT:** **Forest City’s Terminal Tower Lights Up The Rainbow**
- WHEN:** **5:15-10 p.m. TODAY (Wednesday, January 9)**
- WHY:** **Support LGBT tourism in Cleveland, including 2014 Gay Games**  
(expected to be used as cover of 2013 LGBT visitors guide by Positively Cleveland)

### **OVERVIEW OF 2014 Gay Games:**

- 11,000+ participants (30,000+ visitors) expected to attend Gay Games in Cleveland+Akron August 9-16, 2014
- Open to all adults regardless of sexual orientation, athletic ability
- 35+ sporting and cultural events for amateur athletes and artists
- Gay Games held every four years since 1982; Past host cities include: San Francisco, Vancouver, Sydney, New York, Amsterdam, Chicago, Cologne (Germany)
- Participants will stay at 30+ hotels with which GG9 has made arrangements as well as at local university housing and at host family homes.
- Thousands of volunteers will be engaged to put on a successful Gay Games.
- Opening and Closing Ceremonies will unite the participants of 35+ sports

### **Gay Games Media Contact:**

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