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PRESS RELEASE

The Bette Midler Appreciation Society Wins RVT/GMFA Gay Sports Day 2009

London, 1 September 2009 – The Bette Midler Appreciation Society stormed to victory in this year's Royal Vauxhall Tavern/GMFA Gay Sports Day, which took place on Bank Holiday Monday in Vauxhall. Competition was fierce, with the teams competing in events such as the drag relay, the egg and spoon race and the 50m mince, cheered on by a packed crowd of supporters.

Carl Burnell, Chief Executive at GMFA, the gay men's health charity, says: "It was nail-biting event, with all the teams putting in an amazing effort. The weather was fantastic and we couldn't have wished for a better turnout. We'd like to thank everyone involved for making it a huge success and for helping to raise vital funds for GMFA, Vauxhall City Farm and the Friends of Spring Gardens."

Special thanks to the Mayor of Lambeth, Councillor Christopher Wellbelove, for opening the event, Paul and Jason and the staff from the RVT, Timberlina for hosting the event, the GMFA volunteers for their help on the day, Vauxhall City Farm for bringing their alpacas out during halftime, all the teams for raising so much money and taking part, and The Bette Midler Appreciation Society who were not only the overall winners but also the top fundraisers, having raised over £1,000.

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About GMFA

Founded in 1992, GMFA is the UK's leading charity dedicated to gay men's health. Its mission is to improve gay men's health by increasing the control they have over their own lives. The organisation is based on the belief that the best health promotion for gay men comes from gay men themselves. For this reason, it uses the knowledge and ideas of its 170 volunteers, most of them gay men, to design and plan its thought-provoking sexual health interventions. These include a range of advertising campaigns, leaflets, postcards and booklets; FS, its health magazine, distributed in London's gay bars and clubs; and national and London-based courses covering sex education, life skills and smoking cessation. In addition, GMFA creates targeted sexual health interventions for black gay men and HIV positive gay men.

Independent surveys have concluded that GMFA's campaigns reach up to 60% of the London gay population and that the organisation is the most reliable agency at reaching gay men. The charity runs a range of information websites:

- Sex & Sexual Health, www.gmfa.org.uk/sex - visited by a third of London's gay men in 2006;
- London Services, www.gmfa.org.uk/londonservices - detailed listing of sexual health services for gay men in London;
- Positive Gay Guide, www.gmfa.org.uk/positive - information for HIV positive gay men;
- The Guide, www.gmfa.org.uk/theguide - a guide to gay sports and social groups in London;
- Quit smoking, www.gmfa.org.uk/quitsmoking - information and advice on quitting smoking for gay men;
- About GMFA, www.gmfa.org.uk/aboutgmfa - for more information on GMFA.

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