



## MTV VGAYS TAKE OVER MTV DANCE



## FOR ONE WEEK MTV DANCE IS GLITTERFIED TO MTV PRIDE

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**Monday 27<sup>th</sup> February 2017**

From today **MTV Dance** will be stepping out of the closet again as **MTV Pride**. The transformation of the 24-hour music channel will commence a weeklong celebration of the *Sydney Gay and Lesbian Mardi Gras* and to promote acceptance and equality in our community.

*"MTV Pride holds a special and important place on the MTV calendar and we are loud and proud to be promoting equality through all our platforms and programming."* said Simon Bates, Vice President, Head of MTV Asia Pacific. *"Our VGAYs have completely taken over MTV Pride this year and our cross platform programing specials, on-air, online and social, are set to be Ohilariously colourful."*

Along with the take over, the dazzling popup channel saw resident VGAY, **Courtney Act**, on the prowl for her next VGAY co-host. Wollongong local, **Adam Larkham**, was today announced as MTV's newest VGAY. Adam's flamboyant personality and fabulous Drag Tupperware parties helped him win the sought-after prize from the overwhelming response of entrants to this years' MTV VGAY Search.

*"I am so excited to be MTVs newest VGAY! I cannot wait to host the pride countdown with Courtney! Getting an opportunity like this is truly amazing! The fact that it is for the LGBTQI community makes it so much more amazing! I'm honestly still in disbelief!"* said MTV Pride VGAY Search winner Adam Larkham.

Back by popular demand, **MTV Pride** is going larger than life with resident **MTV VGAY Courtney Act**, special guest host **Casey Conway** and VGAY search winner **Adam Larkham**, aka Crystal Queer, taking over the channel for an entire week. The popup channel's programming line-up will include **MTV** specials such as: **Courtney and Crystal's Pride Top 50 Faves**, **Joel's Divas Top 20** and **Troye Sivan's Blue Neighbourhood Top 10**, hosted countdowns from **Alaska Thunderfuck 500**, **Bianca Del Rio** and **Paul Mac**, iconic superstar artist spotlights from artists including **George Michael**, **Lady Gaga**, **Madonna** and party programming blocks such as **Hot Fresh 'N' Fabulous!**, **Drag Break** and **Loud & Proud**. Plus dedicated daily video blocks of some of your favourite icons and lots more!

To take the week to the next level **MTV Pride** have partnered with the **LGBTI Awards**. The aim of the **LGBTI Awards** is to help Australia effect change on LGBTI Equality Laws, which currently lag behind many other developed nations when it comes to these key areas of human rights. The **LGBTI Awards** showcase and celebrate the best Australian LGBTI talent both in the celebrity and corporate world with a diverse range of categories. YouTuber, **Alan Tsubilya** will be hosting the LGBTI Awards Red Carpet for MTV.

The **Sydney Gay and Lesbian Mardi Gras** will take over the city of Sydney, capturing the imagination of Australia's LGBTQI and mainstream community, from the 17<sup>th</sup> February to the 5<sup>th</sup> March, concluding with the world famous parade which guarantees a colourful and dazzling night of pride, celebration and self-expression.

**MTV Pride**, from Monday, 27<sup>th</sup> February. Join **MTV** as they celebrate this momentous occasion.

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**About MTV**

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.