

We've got the power!

Dolly Bellefleur & Love Heroes campaign against violence against LGBT+

AMSTERDAM - As the winner of the Canal Parade 2017, Dolly Bellefleur & Friends cannot be absent during this year's Pride Amsterdam.

The theme of Pride 2018 is Heroes. **Dolly Bellefleur & Love Heroes** want to underline the increasing violence against LGBT+. Armed with pink triangles and their own Pride anthem, Dolly and a hundred Dolly look-a-likes are advocating love.

Pride anthem

For this Pride edition Dolly Bellefleur (alter ego of artist Ruud Douma) once again wrote a song "We've got the power".

http://dollybellefleur.nl/wieisdolly/teksten_uz.html#power

Dolly Bellefleur

Dolly is a figurehead of the LGBT+ movement and has been advocating human rights and the acceptance of LGBT+ for the last 29 years. Due to her unbridled commitment to the emancipation of LGBT+ she won the 2012 Roze Lieverdje prize and was awarded the Andreas medal of the city of Amsterdam in 2014 by Eberhard van der Laan.

Love Heroes

On board the Love Heroes span a colourful and diverse union of people, from children who grew up with the Pride, a proud mother in her nineties to gay and straight couples who were married by La Bellefleur. In the run-up to the Canal Parade, photographer Marike de Meij will portray a number of these colourful Love Heroes. Through powerful portraits and stories they reveal themselves in *The Hero in Me*. This and more can be viewed online: <http://www.dollybellefleur.nl/blog/power/>
Facebook: <https://www.facebook.com/wearefamilyprideamsterdam/>
Instagram: <https://www.instagram.com/wearefamilyprideamsterdam/?hl=undefined>

Pink triangle as a tribute to pink heroes



Until the rainbow came into vogue, the pink triangle was the symbol of the gay community. Starting out as badges in the concentration camps of the Second World War, in the seventies the pink triangle became the hallmark of the gay movement in their struggle for acceptance and equal rights. By giving the pink triangle a prominent role in the boat's design, Dolly Bellefleur & Friends want to pay tribute to the pink heroes of the past.

Power dresses

To highlight their message, Dolly & Love Heroes are wearing power dresses. Dolly's creation is by Tycho Boeker (Prince Charming). He has been designing Dolly's costumes for the past 28 years and is known for dressing amongst others De Toppers, Hans Klok and various participants in the Eurovision Song Contest (O'G3NE, Trijntje Oosterhuis and Edsilia Rombley).

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