



GAY + LESBIAN ROWING FEDERATION

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FOR IMMEDIATE RELEASE – 6 December 2014

## **Gay + Lesbian Rowing Federation announces partnership with Les Dieux de l'Aviron**

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LOS ANGELES, UNITED STATES - The Gay + Lesbian Rowing Federation (GLRF) has forged a promotional and marketing partnership with the Aviron Club de Lyon Caluire, the club behind the 2015 Naked Rowing Calendar, [Les Dieux de l'Aviron](http://www.dieuxdelaviron.com) (The Gods of Rowing), <http://www.dieuxdelaviron.com>.

The calendar, now in its fourth year of publication, features a selection of 16 amazing images of beautiful, muscular male rowers engaged in a variety of rowing-related activities, just without their rowing spandex shorts. Some of the rowers featured in the calendar compete at the open competitive club level and others are current elite level rowers, medaling at the French National Rowing Championships and the World Rowing Championships.

GLRF serves as the exclusive sales agent for the calendar in North America. The calendar was on display for sale at the GLRF booths at two of the largest fall head rowing races in North America, the 2014 Head of the Schuylkill Regatta and the 2014 Head of the Hooch Regatta, and is available online at <http://shop.glrff.info>

Since 2004, GLRF has been hosting vendor booths at major straight rowing regattas in the United States, Canada, England, Germany, and Croatia. The booths create a visible presence among the chief influencers in rowing: coaches, parents, teammates, and race officials. In 2014, GLRF hosted 8 booths at some of the largest junior, university, masters, and elite rowing regattas in North America.

Proceeds of the calendar sales help to raise funds for the Aviron Club de Lyon Caluire as well as to help underwrite the costs of GLRF-hosted vendor booths.

Brian Todd, Executive Director of the Gay + Lesbian Rowing Federation remarked: "We are elated that Les Dieux de l'Aviron and the Aviron Club de Lyon Caluire has agreed to partner with us. The partnership demonstrates a firm commitment by an international and respected straight rowing organization for the inclusion and acceptance [beyond tolerance] of gay and lesbian rowers, coxies, coaches, and race officials within the broader rowing community."

Les Dieux de l'Aviron has embraced the cause of GLRF by featuring the logo and the goals of the GLRF organization directly on the calendar. Additionally, the calendar organizers have stated on their website:



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"... pour la saison 2015 c'est avec GLRF (Gay + Lesbian Rowing Federation) que nous nous associons. GLRF est un club d'aviron voulant faire reculer l'homophobie dans le sport, cause qui nous tient à cœur."

[English: "...for the 2015 season, it is with GLRF (Gay + Lesbian Rowing Federation) that we have partnered. GLRF is a rowing organization that seeks to reduce homophobia in sport, a cause that is very close to our heart."]

The Gay + Lesbian Rowing Federation is a global online community and organization that serves gay and lesbian rowers, coxies, coaches, and race and regatta officials at all levels of the sport, including adaptive, juniors, university, masters, and open/elite. Presently, the organization counts 1470 members in 41 countries. Membership in GLRF is free to all within the rowing community including straight allies and friends, <http://register.glr.info>

For more information, contact Brian Todd at [p2dir@glrf.info](mailto:p2dir@glrf.info); <http://glrf.info>

About Les Dieux de l'Aviron (The Gods of Rowing)

First published in 2012, the mens naked rowing calendar helps to raise funds for the Lyon Caluire Rowing Club to purchase rowing equipment. The men in the calendar, all members of the club, volunteered to give their time and share revealing images of themselves by posing in naked, artistic rowing-related activities.

Each year, the calendar works with a beneficial partner. In 2015, the calendar has partnered with the Gay + Lesbian Rowing Federation which strives to eliminate homophobia in the sport.

The 2015 calendar images are credited to two of the most well known rowing photographers in France, Capucine LEFEBVRE and Gaetan TOLLET.

For more information, contact the Les Dieux de l'Aviron at [dieuxdelaviron@gmail.com](mailto:dieuxdelaviron@gmail.com); <http://dieuxdelaviron.com>



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About l'Aviron Club de Lyon Caluire (the Lyon Caluire Rowing Club)

The club, founded in 1879, is the oldest rowing club in Lyon. It is affiliated with the French Federation of Rowing (FFSA) and has been awarded the French Rowing School 3-Star certification. The title is the highest rating for rowing training in France.

The mission of the rowing club is the training and development of rowers aspiring to the highest performance level of the sport as well as the promotion of a recreational programme for those who seek to experience rowing on the rivers of France.