



LIFE+ announces motto for the 26th Life Ball on June 8, 2019:

United in Diversity. Walking on the yellow brick road towards an end to AIDS.

This year's Life Ball embarks on a journey over the rainbow and lands with a roving circus troupe in a fantastic world of colors. Along the way, more and more bizarre characters come together, all "freaks" in some way, each in search of a home, heart, mind and courage. The common path manifests itself as the goal and in truth as never ending since these qualities can only be found within ourselves and must be developed together.

We have come a long way, but there is still a way to go

Outsiders only remain "freaks" and homeless in a society for as long as they hide in their niches. When 50 years ago, at the Stonewall Inn, homosexuals and lesbians first rebelled violently against police harassment, the path to visibility was chosen, and the rainbow flag became its striking symbol. A rainbow not only exhibits beauty that comes from the interplay of diversity, it is also a delicate creation, a bridge between heaven and earth, a gateway to a world of dreams and imagination, as in Judy Garland's song "Over the Rainbow", which has always been a fixture of the gay subculture.

"The Life Ball also took a similar rocky path as the LGBT movement and always saw itself as a place to raise the visibility of people and concerns that a society seeks to stigmatize. Only through increased visibility and an open discourse can HIV and AIDS be defeated," says LIFE+ founder and Life Ball organizer Gery Keszler.

International celebrities posed as ambassadors in the colors of the rainbow for the Style Bible 2019

For the Style Bible 2019, a multitude of international celebrities once again gathered before the cameras of three star photographers: Cynthia Nixon, Tatiana Patiz, Dita von Teese, Beth Dito, Gilles Marini, Alan Cumming, Yasmine Petty, Amanda Lepore, Carmen Carrera, Kelly Osbourne, August Getty, Billy Porter, Nyle DiMarco, Brad Goreski, Lea Delaria, Taryn Manning, Peppermint, Scarlett Envy - just to name a few.

Life Ball photographers Markus Morianz, Denis Malerbi and Marco Ovando photographed this year's Life Ball ambassadors in Austria as well as in the USA. The image spectrum ranges from black and white to rainbow colors. "We are particularly pleased by the cooperation with Bernhard Paul. The Circus Roncalli provided the perfect setting for our black and white pictures. Historically, circuses have played a major role as a haven for people who are somehow 'different'. We are therefore very grateful that the Paul family has given us the opportunity to capture the unique atmosphere of this very special world in our photos as a platform for expressing our concerns," says Keszler.

The costumes elaborately decorated with Swarovski crystals were provided by ART for ART as well as assembled by Patricia Field, who was the costume designer for *Sex and the City*. Renowned make-up artists and stylists created the colorful looks using products from the official Life Ball partners MAC Cosmetics and L'Oréal.

Together we are a rainbow

This year's Life Ball builds a thematic bridge to the subsequent EuroPride and reflects that which is different in the mirror of the ordinary. Just as a rainbow is sunlight shining through rain, society also needs both sides. But who determines what a "freak" is? And who can change these categories? Is not someone who glorifies violence a freak? Or simply someone who looks unusual? "At a time when the divisions in our society are being relentlessly widened and groups are being pitted against each other, we want to show how a society can reunite, especially in its diversity," says Keszler.

The starting point of our journey is a wandering circus troupe, which will pitch its tent in front of the town hall. A colorful family, border crossers on the margins of society, answering the call of the different, the magical and the risky. A whirlwind picks up, and the circus performance takes an unusual course. When finally a good fairy appears and points the way over a yellow road, a journey begins through the world of colors. Along the way, more and more people join in, but the emerald town hall is not the endpoint: the path, the yellow road, leads far out into the whole, wide world.

Our official ticket sales for the 26th Life Ball will start on March 4, 2019. Tickets are available via oeticket!

Tickets are available in the following categories:

Style ticket:	90 EUR
Regular ticket:	180 EUR
Festsaal Lounge:	550 EUR
Gallery Ticket:	990 EUR
LIFE + Solidarity Gala Ticket:	2,500 EUR

Get further information on our website: <https://lifeplus.org/en/tickets-2/>

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