

## **Play the BINGO where the whole of Amsterdam wins!**

### **Bellefleur's WorldPride UNITY BINGO**

*In the run-up to WorldPride Amsterdam 2026, Team Eberhardjes is once again joining forces with Dolly Bellefleur. Their mottos 'Take good care of our city and of one another' and 'Let love reign' align seamlessly. The theme of WorldPride is UNITY: for Team Eberhardjes and Bellefleur, the perfect occasion to playfully connect all the nationalities that make up Amsterdam. On Thursday, June 11th, they will launch Bellefleur's WorldPride UNITY BINGO: an online bingo game in which not only one person, but everyone wins. By filling in all 170 bingo squares together, players make sure Dolly Bellefleur's boat sails in the WorldPride Canal Parade on 1 August 2026, thanks to every participant. At the same time, the strength of Amsterdam's diversity becomes visible: playing together is winning together!*

#### **One bingo card with 170 flags**

The UNITY BINGO is a special kind of bingo: everyone plays together on one single card. The online bingo card has 170 squares, each of the 170 nationalities that make up Amsterdam is represented by the flag of its home country. How to take part? Sponsor, on your own or together with friends or colleagues, the flag of the country that makes your heart beat faster. You can join in starting from €10. Once a country has been sponsored for €100 or more, its flag appears on the card, and you can see who has supported it.

#### **BINGO for you = BINGO for Bellefleur = BINGO for Amsterdam**

When it's BINGO!, every Amsterdam nationality becomes visible on the card and Dolly sails through the canals in all her glory. As the icing on the cake, the initiators will then throw a big party later this year, with a ticket for the participants. Do you prefer a pack of Eberhardjes in the 'limited Dolly Bellefleur edition'? That's possible too.

So be part of the online BINGO starting June 11<sup>th</sup> at [www.eberhardjes.nl/bingo](http://www.eberhardjes.nl/bingo)

#### **The unique strength of our capital in a single game**

What makes the UNITY BINGO so special is that the game creatively brings together everything the Eberhardjes and Dolly Bellefleur love: people from every corner of the world, queer culture, Amsterdam pride, creativity, social inclusion and local collaboration. Best of all: everyone who believes in positivity and love can add their own little gem.

*"What we most want to show is that working together gives you a priceless sense of positivity. How special it is when, through UNITY BINGO, we show the world just how diverse and unique Amsterdam is, and that by taking part, you reveal which country your heart goes out to." says Team Eberhardjes.*

#### **Queen of the Canal Parade**

Dolly Bellefleur has sailed in the Canal Parade ever since the very first one in 1996. She has been the singing figurehead for the likes of Amnesty International, Roze 50+, and the University Pride Boat. La Bellefleur has also dazzled at many editions aboard her own private yacht, De Roze Draeck. After thirty years the biscuit tin is far from empty, on the contrary: this year Dolly is once again teaming up with the makers of Amsterdam's very own heart-shaped biscuit.

Dolly: *"In a time of growing polarization, I want to use the Canal Parade to call on everyone to let our differences sail away. Only together can we turn the tide. Gay, straight, lesbian, transgender, non-binary or (b)i? Let's celebrate diversity. Long live our CommUnity. Let's unite this Pride!"*

### Note to editors

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### More about the Eberhardjes

The Eberhardje is Amsterdam's very own biscuit, a symbol of connection. It is named after Eberhard van der Laan, former mayor of Amsterdam, who urged the city to 'Take good care of our city and of one another.' The proceeds from the Eberhardjes go to projects that bring the city together. For financial donations, Stichting Eberhardjes Amsterdam works with partners including Stichting Mensen Maken Amsterdam. The foundation also gives in kind — for example each year at the Vrijheidsmaaltijden (Freedom Meals) in Amsterdam. Anyone who serves, buys, sells or eats Eberhardjes contributes directly to making Amsterdam a more beautiful and more livable city.

### More about Dolly Bellefleur

Dolly Bellefleur is the alter ego of cabaret artist and lyricist Ruud Douma. As a figurehead of the rainbow community, Dolly has for 37 years championed, in her own inimitable way, human rights in general, and acceptance of the LGBTIQ+ community in particular. Dolly was named Roze Lieverdje (Pink Darling) in 2012, received the Andreas Medal of the City of Amsterdam from Eberhard van der Laan in 2014, and the Bob Angelo Medal in 2020. On Friday 24 April 2026, Ruud Douma was further appointed a Knight in the Order of Orange-Nassau. Mayor Halsema said at the ceremony: "He has inspired countless young men to be themselves. Douma's contribution to public debate is steeped in humor, empathy, and intelligence."

### Follow the Eberhardjes online and on social media:

Website: [www.eberhardjes.nl](http://www.eberhardjes.nl)

Instagram: [www.instagram.com/eberhardjes](https://www.instagram.com/eberhardjes)

Facebook: [www.facebook.com/eberhardjes](https://www.facebook.com/eberhardjes)

LinkedIn: [www.linkedin.com/company/eberhardjes](https://www.linkedin.com/company/eberhardjes)

### Follow Dolly Bellefleur online and on social media:

Website: [www.dollybellefleur.nl](http://www.dollybellefleur.nl)

Instagram: [www.instagram.com/dolly\\_bellefleur/](https://www.instagram.com/dolly_bellefleur/)

Facebook: [www.facebook.com/DeEchteDollyBellefleur/](https://www.facebook.com/DeEchteDollyBellefleur/)

LinkedIn: [www.linkedin.com/in/ruud-douma-dolly-bellefleur-98210915/](https://www.linkedin.com/in/ruud-douma-dolly-bellefleur-98210915/)

### Other useful links:

Play the BINGO (from June 11th): [www.eberhardjes.nl/bingo](http://www.eberhardjes.nl/bingo)

Eberhardjes visual material: [www.eberhardjes.nl/downloads/beeldmateriaal](http://www.eberhardjes.nl/downloads/beeldmateriaal)

Dolly Bellefleur visual material: [www.dollybellefleur.nl/fotos/](http://www.dollybellefleur.nl/fotos/)