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MADRID SECRETO JOINS MADRID PRIDE PARADE FOR THE FIRST TIME



▲ Pride Madrid Secreto

Madrid Secreto took part for the first time in the **Madrid Pride Parade** this past Saturday, July 4, as the official media partner of Fever's debut float, helping amplify a message of diversity, inclusion, and visibility during one of Europe's largest LGBTQIA+ celebrations.

Beyond the parade, Madrid Secreto also supported Madrid Orgullo (MADO) 2026, held from June 25 to July 5, as a partner, contributing to the promotion of one of the city's most important cultural and community events through editorial coverage across its platforms.



Designed around the many meanings of Pride, the **float celebrated identity, freedom, creativity, music, art, culture, and the people behind every shared experience.** It brought together the many voices, stories, and perspectives that make the LGBTQIA+ community so unique.

In addition to **Madrid Secreto's** coverage, **Secret Paris, Secret NYC, São Paulo Secreto, Secret Berlin, Bruxelles Secrète, Lisboa Secreta, Secret Milano, Secret San Francisco,** and **Secret London** also joined the initiative with editorial coverage. The collaboration is a strong example of how **Secret Media Network's** global footprint can amplify locally relevant events, bringing together multiple cities to support a shared initiative while preserving each publication's local voice and audience.

Participating in MADO 2026 reinforces our commitment to supporting the cultural moments, communities, and initiatives that make Madrid a more diverse, vibrant, and inclusive city.





ABOUT SECRET MEDIA NETWORK

Secret Media Network is the world's largest local entertainment media network with publications in over 200 cities. Founded in 2015 to curate hyper-local, super-shareable guides that connect communities and spark conversation by unveiling lesser-known treasures, stories and happenings in cities around the world. It inspires more than 20 million people daily to rediscover their cities and stay updated with the most relevant local news.

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