

New Marketing Firm Launches in Response to LGBT Community

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EXTRA! EXTRA!

Google, Nike, Microsoft, Chevrolet and Target are just a few of the global companies embracing and targeting this LGBT sector of the buying market.

In response to the LGBT influence in marketing, local entrepreneur, Jennifer Kaplan, launched Rainbow Public Relations and Marketing to bring new opportunities to Valley businesses looking to position themselves to this highly influential community, with an approximate buying power of \$790 billion annually in the United States.

Rainbow Public Relations and Marketing provides marketing and public relations services to clients looking to target the lesbian, gay, bisexual and transgender community.

These businesses are not just marketing to the 15 million Americans who identify as gay or lesbian, they're marketing to the millions of people who support their work colleagues, their friends and their family.

For more information, visit www.rainbowprandmarketing.com or call (602) 550-1810.