



PUBLIC RELATIONS AND MARKETING

FOR IMMEDIATE RELEASE
May 25, 1990

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**WEST HOLLYWOOD MARKETING CORP TARGETS GAY & LESBIAN MARKET;
CSW 'TAKE PRIDE' CAMPAIGN, TOURISM TOP PRIORITY LIST**

West Hollywood....The West Hollywood Marketing Corporation is currently involved in several projects targeted to the gay and lesbian market. The projects are part of the Marketing Corporation's ongoing programs to promote business and tourism and increase awareness of "The Creative City" nationwide.

These projects include: participation in Christopher Street West's (CSW) ground-breaking national "Take Pride" advertising campaign; public relations outreach to major market lesbian and gay lifestyle and travel press, including a familiarization tour of the City in April -- the first of its kind in the Los Angeles area; development of a visitor guide directed to lesbians and gays and a resource guide of lesbian-supportive businesses, organizations and programs in conjunction with the City's upcoming Lesbian Visibility Week (July 8-15). Both guides are being developed in concert with the City's Gay and Lesbian Advisory Council.

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The West Hollywood Marketing Corporation is a non-profit organization, funded by the City's hotels and by the City itself through its Economic Development Department. Established in 1986, the Marketing Corporation is in the business of promoting the business community and tourism and enhancing the City's image as an urban cultural center. It is estimated that lesbian and gays comprise 35% of West Hollywood's population. The gay and lesbian community was key in the City's incorporation in 1984, and the City has since been in the nation's vanguard in ensuring the rights and liberties and addressing the needs of gays and lesbians. In developing and supporting programs targeted to lesbians and gays, the Corporation hopes to increase awareness of the City, its businesses and cultural resources in a market that is vital to the continued economic growth and cultural vitality of West Hollywood.

Throughout the months of May, June and July, the Marketing Corporation is participating in Christopher Street West's "Take Pride" awareness campaign through a series of ad placements in publications nationwide. Introduced in support of its 20th Annual Gay and Lesbian Pride Celebration (June 23-24), the "Take Pride" campaign was developed by CSW as a public service message and will continue after the June event. In the past, the Marketing Corporation has supported various CSW projects, including a supplement on the City and lesbian and gay pride which was co-sponsored by the two groups and ran in

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the national edition of the Advocate in June 1989. By participating in the "Take Pride" campaign, the Marketing Corporation hopes to increase awareness of the City and broadcast the message that West Hollywood is proud of its lesbian and gay community. The Corporation has placed full-page ads in the June issues of Harper's and Egg and is co-sponsoring an ad with CSW in May 28's Newsweek. In addition to these general interest magazines, "Take Pride" ads sponsored by the West Hollywood Marketing Corporation will be appearing in major market gay and lesbian-oriented publications across the country.

In April the Corporation -- with the support of the City's hotels and restaurants -- sponsored a week's working visit for eight lifestyle and travel writers from lesbian and gay-oriented publications. The tour was part of the Corporation's tourism effort, which focuses on promoting West Hollywood as a destination point for business and leisure travellers 12 months a year: it marked the first time a city in Greater Los Angeles had sponsored a familiarization tour targeted specifically to the gay and lesbian market. As a result of the tour, West Hollywood and its businesses have received major coverage in lesbian and gay-oriented publications outside the Southern California area. To date, stories have appeared in newspapers in Chicago and San Francisco and are scheduled to run in Atlanta, Boston, New York and Miami in the near future. The New York-based national OutWeek will

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feature West Hollywood in an upcoming issue and the City is slated for a cover story in the July/August Our World, an international lesbian and gay specific travel magazine. At least two of the publications have featured stories on the June L. Mazer Lesbian Collection, one of West Hollywood's most valuable cultural resources. The Collection is the only archives devoted to lesbian writings and culture on the West Coast and, as such, provides an irreplaceable source for scholarly research as well as a venue for cultural activities.

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Send your contributions to:
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Many checks payable to:
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For any questions regarding contributions, please call Richard Gray at (310) 559-6522.
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