

**Subject:** pink digest PRESS RELEASE

Greetings - LA PRESSE Business Editor, Special Supplement/events Reporter's and all other Reporters.

For all your media. If you doing a special supplement for PRIDE 2009 Feel free to use this info in any publication/Media. both.

**Pink digest PRESS RELEASE**

April 30th, 2009



To all Media – for immediate release  
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**PINK DIGEST HAS ARRIVED!**

**Wait no more**

**Canadian edition of the World's Premier Gay Business & Consumer Publication**

Goes online on May 8<sup>th</sup> Friday, 2009, in Toronto.

**Says it all - Has it All - Fits All**

*(Marketing & Economical Solution for the Current Economical Challenges)*

*“ Window of opportunities to target the Recession Proof Consumers”*

Toronto. Canadian edition of the World's Premier Gay Business & Consumer Publication online version (print to follow – first issue as a free – give a way) will be launch, to coincide with the 10<sup>th</sup> anniversary of Pink Marketing and Tourism (Gay Business/Tourism company). We are pleased to launch the premier issue of “Pinkdigest” [www.pinkdigest.com](http://www.pinkdigest.com) to the general public and media. The publication was only open previously to the Media Buyer's for advertising.

The Chief Guest will be Hon Bob Rae – Foreign affairs critic LPC. The location will be N o 70, Edward Jones Investments, Yorkville Avenue. Time 6.00 pm to 9.00 pm. Following the business event there will be cocktails/social net working. Please read below for the Agenda for the launch.

Our organization, successful in specialized marketing to the gay consumer for over ten (10 years) years, is now excited to introduce the world's first Gay Professional ([Business & Consumer](#)) publication. This publication is distinctively different due to the fact it is befitting for [all professionals](#) - both in and out of the gay community.

After a comprehensive survey analysis, it was identified that there is a large void in reaching today's gay and mainstream [professionals in one single publication](#). Although there are many publications and periodicals targeting the gay market, none address the need to inform, entertain and educate the gay [professionals](#) and non-gay in one single publication. The magazine 's simple vision is to be "Informative, Entertaining, and Educational" for the gay and non-gay [professionals, businesses](#), the gay and non-gay [student](#), and finally, the gay [and](#) non-gay general public.

[We provide a window for all marketers to target the lucrative gay consumer in a professional publication for their products/services. The current gay consumer market is estimated to be over \\$650US billion annually.](#)

[Our goal is for the publication to be a truly "good read" for the professional and general public who have a need to understand the gay community on a more professional level. We foresee the understanding to clear all misconceptions](#) about the gay community (i.e. that it only has a social side). The publications will addresses many professional and business issues of the gay community and will provide a ["Window"](#) to communicate/network for non-gay professionals and businesses with the gay professionals and businesses.

After the success of the online version we will proceed with the print version. There will be four quarterly issues per year. The magazine will be distributed Nationally and Internationally, and will be published in applicable foreign languages.

The magazine quality can be compared to any other business publications now on stands similar to Time, News Week, etc. The magazine's contents will include but not limited to the following:

- Business - [Marketing - Economics](#)
- Tourism
- Art & Culture.
- Finance
- Insurance
- Youth Page Fitness & Health
- Sports
- Reader's Forum (for more please read the media kit)

Please visit our web site [WWW.PINKDIGEST.COM](http://WWW.PINKDIGEST.COM) for more information.

Media kit is only open to the media and media buyers and please contact us for the password thanks.

We also like to thank, Hon Premier on Ontario, Mayer D.Miller, Councillor Kyle Rae, Gay Business Associations, all other Business Associations, International Business Association who sent us congratulatory letters for the magazine. We also thank all National/International advertisers who advertise with us on this premier issue. We are also very thankful to all our writer's, Graphic Designer's, Web master, opinion leaders and all other contribution for the success of this premier issue.

----- 13 -----

Please contact us for more information.

Tyrrel Ignatius. - President - Business Marketing and Tourism Consultant.

Pink Digest Founding President.

**PINK MARKETING & PINK TOURISM**

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MEDIA

Feel free to contact us before the launch or at the launching event or after for more information.