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LEADING WEB COMMUNITY FOR LGBT YOUTH LAUNCHES NEW ADVERTISING INITIATIVE

QueerAttitude.com, the online community for young LGBT people, has today launched its new "be you-nique" advertising campaign. The initiative focusses on using the website's existing members to reach new audiences, wherever they are in the world, utilising **posters** designed to be printed and distributed locally.

The scheme is intended to generate new member registrations without financial implications for the community, which generates no revenue on account of the website being free to use and free of external advertising. It forms one part of a larger outreach project that has, to date, focussed mainly on social networking websites like Facebook and YouTube.

Our community, known as QA, is an online and peer-lead environment dedicated to the support of young gay people who are navigating the distinct issues and rites of passage presented to them. In nearly a decade's operation and evolution, the site's character and core principles have remained the same: friendship, equality and expression. QA's ongoing aim is to maintain a positive, sustainable community.

QueerAttitude.com greatly appreciates all promotional help from supportive organisations who share our interest in helping young LGBT people reach their potential.

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About QueerAttitude.com

QueerAttitude.com (QA) is a web community for young people between the ages of 13 and 25 who identify as gay, lesbian, bisexual or transgender (LGBT). It has been operational since 2001. The community is fully moderated by a team of volunteers and is provided under a Safe Space policy.

QA is an English-language site based in the United Kingdom, with a membership spanning over 70 countries including the UK, USA, Canada and Australia.

Notes for Editors

For more information, interviews, or promotional material, please contact:

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