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**ATLANTA CONVENTION & VISITORS BUREAU RETAINS
BIZVOX MARKETING COMMUNICATIONS AS CONSULTANT ON
MARKETING TO GAY AND LESBIAN COMMUNITY**

Atlanta, May 8, 2002 - - The **Atlanta Convention & Visitors Bureau** (ACVB) has reached an agreement with bizvox Marketing Communications to provide consulting services, which include advertising and public relations related to the lucrative gay and lesbian travel market. **bizvox Marketing Communications** is an advertising and public relations firm specializing in reaching niche markets, with significant experience in marketing to gay consumers.

With the support of Mayor Shirley Franklin, ACVB is undertaking a tourism program tailored to the gay community. This web-based program, supported by some traditional advertising and public relations, will focus on reaching gays and lesbians within ACVB's target market, the Southeastern United States.

"The gay and lesbian travel market represents a viable target market for Atlanta with considerable spending power. bizvox possesses the market-specific relationships and expertise to effectively reach this competitive niche, and we are pleased to have their expertise supporting tourism growth in Atlanta," said **Gregory Pierce, Chief Financial Officer & Vice president, Technology**.

"Unlike other segments, the gay market segment has maintained its traveling frequency in the past 8 months," said **bizvox President Cindy L. Abel**. "It makes good business sense to reach out to this niche, and to communicate the inclusive quality of the City of Atlanta that makes it particularly attractive and receptive to gay tourists. We're thrilled to be able to apply our particular experience to this program and look forward to working with ACVB to deliver results that benefit the industry - and the City."

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About bizvox Marketing Communications

bizvox Marketing Communications is a full-service communications firm, specializing in reaching niche markets by providing an integrated approach to the planning and implementing of advertising, public relations, and other marketing components. bizvox clients seeking to reach gay consumers include Atlanta Convention & Visitors Bureau, Atlanta Games, Inc. (finalists in bid to host Gay Games VII), American Express Financial Advisors, Outwrite Bookstore & Coffeehouse, and the Human Rights Campaign (Atlanta Steering Committee). Earlier this year, bizvox President Cindy L. Abel was named "Businesswoman of the Year" by the Greater Atlanta Business Coalition, Atlanta's gay & lesbian Chamber of Commerce.

bizvox Marketing Communications can be reached at 404.816.2024 or www.bizvox.cc.

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