

**From:** MMRNews (Multicultural Marketing News) [mailto:mmrnews@multicultural.com]  
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**Subject:** Disseminate Your Company News and Announcements via MMRNews

## **Disseminate Your Company News and Announcements via *MMRNews***

*MMR's Upgraded Website Adds News Distribution Service (Send Company News to Press and Industry)*

**New York, NY, December 8, 2010** - Multicultural Marketing Resources, Inc. (MMR) announces that it has added a press release/news distribution service to its website, [www.multicultural.com](http://www.multicultural.com). Companies can now go online and upload their press releases for distribution to two lists; Multicultural Marketing Industry Influentials and the Press. This website-based service makes it easier to utilize the existing news release distribution service, *MMRNews*.

*MMRNews* is an email-based multicultural newswire which includes the following publications: [Multicultural Marketing News](#); [Calendar of Recommended Multicultural and Diversity Conferences and Events](#); [Multicultural Travel News](#) and [Multicultural Entertainment News](#). In addition, *MMRNews* includes press releases and announcements sent as dedicated eblasts. Companies looking to generate new business leads, for visibility in the press and to create alliances use the newswire to promote their capabilities and expertise providing executives with resources to reach ethnic markets. Journalists from renowned publications use *MMRNews* as a source of experts and story ideas to cover a diverse America.

In addition, each release is also archived, for further visibility, at [http://multicultural.com/blog/Multicultural\\_Articles](http://multicultural.com/blog/Multicultural_Articles) and at [http://multicultural.com/blog/Multicultural\\_Marketing\\_News](http://multicultural.com/blog/Multicultural_Marketing_News).

Furthermore, each release is posted to our social media channels: Multicultural Marketing Resources, Inc. fan page on [Facebook](#), Multicultural Marketing Experts Group on [LinkedIn](#) and via Multicultural 50 on [Twitter](#). To learn more and send news via *MMRNews*, visit [http://multicultural.com/services/mmr\\_news](http://multicultural.com/services/mmr_news).

"*MMRNews* stands out as one of few wire services that reaches the inboxes of key decision makers in multicultural marketing as well as the press," said Lisa Skriloff, President, Multicultural Marketing Resources, Inc. "*MMRNews* is considered a trusted source and marketers look to it to gather leads and ideas for future relationships."

*MMRNews* can be used to send press releases via a solo [email blast](#) (600 words) or as a 125-word blurb in a [co-op/shared](#) newsletter (a monthly emailed newsletter with news briefs and company profiles). See editorial calendar at [http://multicultural.com/services/mmrnews\\_calendar](http://multicultural.com/services/mmrnews_calendar).

Companies can also use *MMRNews* to promote their events/conferences in our [Calendar of Recommended Multicultural and Diversity Events](#).

To view examples of recent news releases visit [http://multicultural.com/blog/Multicultural\\_Articles](http://multicultural.com/blog/Multicultural_Articles).

Read testimonials about *MMRNews* [here](#).

The newsletter is distributed free of charge to executives and journalists. To sign up to receive *MMRNews* visit [http://multicultural.com/mail\\_list\\_sign\\_up](http://multicultural.com/mail_list_sign_up).

### **About Multicultural Marketing Resources, Inc.**

Established in 1994, Multicultural Marketing Resources, Inc. (MMR) is a public relations agency, marketing firm, publishing company and consulting firm. We help corporations by supplying information on multicultural marketing and diversity tailored to their specific needs; providing referrals to multicultural communications firms (ad agencies, research firms etc.) and helping them publicize multicultural programs and diversity initiatives. We represent the nation's leading firms with expertise in marketing to Hispanic, Asian American, African American, GLBT, and other niche markets, helping them gain visibility leading to

new business for their agencies. We also represent minority- and women-owned businesses and specialize in disseminating multicultural marketing news and advertorials.

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About This Newsletter

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