From: MMRNews (Multicultural Marketing News) [mailto:mmrnews@multicultural.com]
Sent: Wednesday, December 08, 2010 11:03 AM
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. 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 and at
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.

"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.

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.

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.

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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