



Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News ([MMRNews](#)), an emailed newsletter; [The Source Book of Multicultural Experts](#) online and maintains a [Speakers Showcase](#) for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. [Lisa Skrifoff](#), a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at lisa@multicultural.com or 212-242-3351.



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Multicultural Marketing News (MMN) is an emailed newsletter, and archived here, with news briefs and mini essays. It also serves to introduce marketing executives to multicultural experts for potential business alliances and journalists with diverse sources. [Submit Your News](#). [Subscribe](#) | [Learn More](#)

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Advantage Communications, Inc., touted as the fastest growing full-service marketing, advertising, and public relations agency in the South, received a national Award for Publication Excellence (APEX) for work with General Motors' Minority Dealer Development (MDD) program, specifically via the initiative's quarterly publication, Inform.

Since 1972, General Motors has provided industry leading training opportunities to qualified minorities to help prepare them to become future dealers and to help them succeed once they become dealers. Advantage Communications, Inc. has the privilege of working with national brands including General Motors, Verizon Wireless, The Coca-Cola Company, and the Federal Bureau of Investigation. Advantage Communications, Inc. has also received the Small Business of the Year Award, The Communicator Award, the W3 Award, several Addy Awards and Davey Awards, the DTC National Advertising Award, and the Public Health Award, to name a few.

For more information, visit www.apexawards.com. To view a copy of Inform, visit www.advantageci.com. Contact: [Hallie Shoffner, Associate Account](mailto:hshoffner@advantageci.com), hshoffner@advantageci.com, 501-374-2220.

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