

THE AGENDA

FOR IMMEDIATE RELEASE:

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ATTENTION! THE SECRET IS OUT: THERE IS A GAY AGENDA!

ANNOUNCING THE LAUNCH OF

THE AGENDA

**AUSTIN'S NEW LGBTQ-FOCUSED PUBLICATION PRODUCED BY
THE AUSTIN GAY AND LESBIAN CHAMBER OF COMMERCE
IN COLLABORATION WITH *THE AUSTIN CHRONICLE***

• TO HIT STANDS SEPTEMBER 20, 2012 •

**Unprecedented Collaboration Between an LGBT Chamber and an
Alternative Newsweekly Aims to Promote Economic Equality**

AUSTIN, TX, Tuesday, August 21, 2012 – On Thursday, September 20, the Austin Gay and Lesbian Chamber of Commerce (AGLCC) in collaboration with *The Austin Chronicle* will launch *The Agenda*, a brand new, Austin-based digest-sized, glossy LGBT magazine focused on the “gay agenda” of economic equality.

The launch of this special premiere issue of *The Agenda* has been timed to coincide with Austin's annual Pride celebration. A print run of 10,000 copies will be distributed across the greater Austin-metro area via AGLCC members, pride week events, and the street team of *Austin Chronicle's* "Gay Place."

The Agenda is a first-of-its-kind cooperative effort between an LGBT chamber and local media outlet. *The Agenda* aims to present interesting and informative content from the vibrant heart of the alternative newsweekly model combined with the muscle, resource, and community outreach of a nonprofit chamber of commerce. The goals are

to help facilitate business, consumer, and community advocacy, to educate readers on how to leverage the power of the gay dollar, and to help LGBT-owned and friendly businesses grow and prosper.

“With over \$3 billion in economic activity – that's estimated gay dollars – flowing through Austin, it's vital that we educate consumers about spending wisely. Where your dollars go directly impacts your local community.” says AGLCC Vice President Jimmy Flannigan. “Local businesses and service providers fuel our LGBT nonprofits and help run local events.”

“*The Agenda's* agenda, if you will,” asserts Flannigan, “is to educate our community on the importance of economic advocacy.”

Flannigan says to meet these goals, “The AGLCC is overjoyed to be working in conjunction with such an important publication in Austin. *The Austin Chronicle* has an enormous reach in our community and really represents the soul of what it means to be in Austin, Texas.”

Readers of *The Austin Chronicle* will recognize the byline of *Agenda* Editor-in-Chief Kate X Messer. The *Chronicle* senior editor and 18-year veteran of Austin's nonprofit and LGBT beats will lead the editorial and production of the publication. “The economic stability of Austin's LGBT family affects all of us. Keeping our dollars flowing within the community secures jobs, healthcare, free expression – all the stuff crucial to a city reliant on its creative class,” says Messer. “It's an honor to help promote an agenda that supports how we live, work, and love.”

The Austin Gay and Lesbian Chamber of Commerce is Central Texas' home for lesbian, gay, bisexual, and transgender supportive businesses and organizations. The Chamber is the best resource to learn about gay-friendly businesses, services, community resources, and events in the Austin area. For more information, go to www.aglcc.org.

The Austin Chronicle celebrates over 30 years as Austin's independent news source, covering music, film, arts, and politics, with 195,000 readers per week in the greater Austin metropolitan area. It is the only alternative newsweekly in the country with a dedicated LGBTQ events column and blog. For more information, go to www.austinchronicle.com/gay.

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