



Walmart Joins Gay Chamber and Aims to Woo Gay Customers

By ChicagoPride.com News Staff

Chicago, IL - "Wal-Mart Partners With National Gay and Lesbian Group - also Hires Gay-Marketing Shop as Retailer Works to Alter Image," displays on a headline in this morning's Advertising Age website.

Advertising Age (AdAge.com) reports: "Despite an ongoing review for its \$578 million ad account, Wal-Mart hired Witeck-Combs Communications, a marketing shop known for its work targeting the gay and lesbian consumer market, according to Bob Witeck, president of the Washington-based firm."

"The initiative comes as Wal-Mart aims to broaden its appeal and woo both upscale and urban markets."

"The steps being taken by Wal-Mart are the strongest signal yet that the company may be taking a permanent stand on the side of gay rights, despite the inevitable lambasting from right-wing conservative groups, such as the Family Research Council and the American Family Association, said Nu Wexler of Wal-Mart Watch, the Washington-based coalition backed by the Sierra Club and the Service Employees."

For the entire article, please go to the AdAge.com website at http://adage.com/article?article_id=111477.