



ChicagoPride.com Takes New Pride in 24/7 Dance Radio Player

By ChicagoPride.com

"Pride Radio" on ChicagoPride.com to offer new sound of pride

Chicago, IL - ChicagoPride.com, the number one online resource for Chicago's lesbian, gay, bisexual and transgender community, announces the re-launch of "Pride Radio."

Starting today, listeners of the popular Internet radio player "Pride Radio" on ChicagoPride.com will hear the live broadcast of Chicago-based Boystown Live, streaming upbeat, dance-oriented music 24/7.

"Since they broadcast from the heart of Chicago's gay neighborhood, Boystown Live is directly connected to the community we serve," said R. Matthew Inawat, ChicagoPride.com President. "It is this connection that makes BTL the perfect partner for our 'Pride Radio' broadcast."



"Pride Radio" originally launched in 2005 to provide ChicagoPride.com members and visitors with additional content and an enhanced online experience.

"Our broadcast is geared to gay and lesbian listeners, so we're sure "Pride Radio" listeners will recognize a whole new sound of pride," said Adam Dixon, Boystown Live Station Director.

The "Pride Radio" radio player "powered by Boystown Live" is featured throughout www.ChicagoPride.com.

In addition to "Pride Radio", the ChicagoPride.com team continues to provide a considerable amount of music-related content from a variety of sources and contributors, as well as providing an enhanced marketing platform for musicians and artists.

With today's exciting announcement, ChicagoPride.com continues its commitment as a leading provider of entertainment and information for Chicago's LGBT community. This coupled with additional innovative technologies, including a free MatchMaker and Market Place directory, reinforces ChicagoPride.com's leadership position.

ChicagoPride.com will continue to unveil *fresh* new web site features throughout 2007.

About ChicagoPride.com

ChicagoPride.com is the leading web-based resource serving Chicago's lesbian, gay, bisexual and transgender (LGBT) community. The ChicagoPride.com Web site, consistently ranked in the top 1% of all Web sites (Amazon.com/Alexa Data), features event calendars, a popular matchmaker, special interest columns, and a comprehensive phone directory emphasizing local gay and lesbian dining and nightlife. Utilizing real-time data and exclusive web tools, ChicagoPride.com allows organizations and advertisers to better develop marketing strategies to reach Chicago's LGBT community.

About Boystown Live

Boystown Live is free dance radio for Chicago and Worldwide, streaming 24/7 from Boystown Chicago. The Boystown Live Internet radio broadcast is available at www.BoystownLive.com.