



For immediate release:

Tuesday, April 13, 2010

TravelOutNewsWire Launches

**Dedicated LGBT Travel and Hospitality News Release Service
Presented by IGLTA, NLGJA and Witeck-Combs Communications, Inc.**

Fort Lauderdale, FL and Washington DC (April 13, 2010) – The International Gay & Lesbian Travel Association and the National Lesbian & Gay Journalists Association (NLGJA) in partnership with Witeck-Combs Communications today announced the creation of TravelOutNewsWire (www.traveloutnewswire.com). The joint initiative is an innovative web-based news distribution service dedicated to travel-related news and announcements of direct interest to the global lesbian, gay, bisexual and transgender (LGBT) community.

Distributed to a growing global network of more than 160 LGBT and mainstream media contacts around the world, TravelOutNewsWire is intended to serve as the most comprehensive and useful press release distribution service specifically dedicated to the needs of the LGBT travel industry.

Upon launch, the newswire will reach media representatives around the world including Argentina, Australia, Belgium, Brazil, Canada, the Cayman Islands, Denmark, France, Germany, Greece, Israel, Lebanon, the Netherlands, Portugal, South Africa, the United Kingdom, and the United States.

News releases will be packaged and distributed to individual news channels, editors, freelance writers and bloggers who voluntarily wish to receive targeted press releases via email. These recipients reflect LGBT and mainstream news outlets, and all have chosen to opt-in to this unique news service as a way to monitor, report and publicize news and events about LGBT travel interests, needs, products and services.

TravelOutNewsWire may be accessed online at www.traveloutnewswire.com or through our partner sites at www.iglta.org/tonw and www.nlgja.org. News releases, upon receipt by Travel OutNewsWire, will be distributed Monday through Friday between 9.00h and 17.00h (U.S. ET, GMT -05:00, except for U.S. observed holidays), although special arrangements may be made for distribution outside those customary business hours.

TravelOutNewsWire is presented jointly by IGLTA, NLGJA and Witeck-Combs Communications, and a majority of all proceeds generated support the IGLTA and NLGJA's respective missions and programs.

John Tanzella, President/CEO of the International Gay & Lesbian Travel Association, said "Travel is the world's most powerful connector. If we succeed in our mission, as business leaders and travel consumers, we will build lasting bridges of welcome and acceptance for the entire lesbian, gay, bisexual and transgender community, as well as our allies, friends and partners. TravelOutNewsWire is one more way we hope to benefit not only our thousands of global members, but to extend their messages throughout the media."

"By partnering with IGLTA and with Witeck-Combs Communications, we recognize our shared value to ensure that news and information about the LGBT community will reach the journalists most interested in these topics," added Michael Tune, NLGJA Managing Director. "We see this as a way to both help our members stay on top of the latest LGBT travel and hospitality news and to provide trusted access to those organizations who want to reach the LGBT community."

There is no cost to receive new releases distributed through TravelOutNewsWire and all media recipients must opt in to do so. However, akin to using other news release services, there is a fee for the distribution of each news release, with a substantially discounted fee for use by IGLTA and NLGJA members. Journalists, freelancers and bloggers who wish to receive news updates from TravelOutNewsWire may e-mail subscribe@traveloutnewswire.com and include their name, professional title and affiliation (if any), and preferred e-mail address. Home city and nation, along with preferred telephone number also are helpful, though optional.

JOURNALISTS NOTE: *Although you are receiving this one-time only launch announcement, you will not receive future news releases through TravelOutNewsWire unless you choose to opt-in and subscribe to receive future news releases and updates by sending an email to subscribe@traveloutnewswire.com, as shown above.*

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NLGJA is an organization of journalists, media professionals, educators and students who work within the news industry to foster fair and accurate coverage of LGBT issues. NLGJA opposes all forms of workplace bias and provides professional development to its members. For more information, see www.nlgja.org.

IGLTA is the leading global organization dedicated to connecting businesses in the LGBT tourism industry. The association spans 70+ countries and consists of accommodations, airlines, tour operators, travel agents, destinations, media and other key players in the tourism industry. For more on IGLTA, please visit www.lgbt.travel.

Witeck-Combs Communications, Inc. is a leading strategic marketing communications and consulting firm, specializing in developing and implementing effective strategies reaching the gay and lesbian consumer market. With over 17 years leadership in this unique market, the company not only serves as a bridge between corporate America and LGBT consumers, but also provides counsel to countless non-profit organizations that aim to educate the public on gay and lesbian issues or to better reach their LGBT membership. For more information, see www.witeckcombs.com.

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