



SATURDAY, NOVEMBER 06, 2004

Courting Gays

by Michael in New York on 11/06/2004 01:38:00 PM

No, gays and lesbians can't get married in 11 states -- in many of them, they can't even get a civil union. But that doesn't stop big business from courting them. Even the New York Post writes about major corporations **cultivating the gay market** at a major expo in NYC without blinking an eye.

It's just one more example that gays and lesbians are a part of mainstream America and anyone who tries to fight that is waging a losing battle.

- Mercedes-Benz
- Jet Blue
- Avis
- American Express
- J.P. Morgan Chase
- Citigroup
- Met Life
- the New York Police Department
- Macy's
- Time Warner
- and even Tupperware

are among the major companies at the expo.

"Companies are here just to reach everyone on a personal level. When exhibitors see gays and lesbians, they don't see politics; they see dollars. It's good business," said one of the organizers said to the NY Post.



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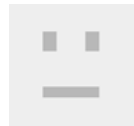
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