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**SINGLETON & PARTNERS CAMPAIGN HIGHLIGHTS
MARKETING TO MULTICULTURAL AUDIENCES**

CLEVELAND – August 6, 2007 - Singleton & Partners has launched a nationwide advertising campaign to highlight the critical differences between multiracial marketing and multicultural marketing.

Singleton & Partners is a full-service multicultural marketing firm specializing in marketing to women, African-Americans, Asian Americans, Hispanics, teenagers and faith-based organizations. The firm wants to call attention to some of the stereotypes and misconceptions that find their way in advertising campaigns targeting specific groups.

“It’s not uncommon to see advertising campaigns using multiracial marketing tactics to target multicultural audiences,” said Renee Singleton, founder and CEO of Singleton & Partners. “Such a shortsighted approach could end up costing the clients millions of lost revenue.

Multiracial marketing is simply taking a traditional ad and dotting it with one of two people of color, while multicultural marketing is more strategic and speaks to what motivates your target audience, what is important to them and what will grab their attention. The failure to delve deeper into the psyche of your audience could sink even the most well-intentioned marketing efforts, Singleton said.

One of the eight ads in the Singleton marketing campaign features an African-American woman. Noting a commonly held stereotype, the ad reads: “Myth: I am an African-American woman – sassy, neck rolling and probably overweight. I am a matriarch with serious attitude. Superwoman. I bring home the bacon AND fry it up in a pan. I am EVERYWOMAN.”

The ad then presents the woman's viewpoint and reads: "Reality: This is someone else's image of who I am. My community knows me as a loving wife, dedicated mother, dutiful daughter, businesswoman, sister friend to the end. Circumstances have made me resilient. Still, I am sensitive, love hard and cry even harder."

Other ads feature stereotypes of mainstream women, Asian Americans, Hispanics, African-American men and teenagers. A blog has been started on the Singleton & Partners "Talk to Me" Web site to invite dialogue about stereotypes and misconceptions. The discussion is available at www.singletonpartners.com/myths.

Cleveland-based Singleton & Partners firm recently opened a second office in Chicago to make it easier to provide enhanced services to existing clients in the city, while also attracting new business.

Singleton & Partners prides itself on a five-year track record of developing successful marketing strategies for businesses and organizations in a variety of market sectors, including government, corporations and nonprofits. The firm specializes in connecting its clients with women, African-Americans, Asian Americans, Hispanics and other diverse audiences. In addition to event planning, the boutique-marketing agency offers its client an array of services, including media planning, public relations, and visual communications and design.

Additional information on Singleton & Partners is available by visiting their Web site at www.singletonpartners.com.

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