American Express Launches National LGBTQ PRIDE Campaign to “Express Love”

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Terms:
#expresslove [1]  Pride [2]

Dateline City:
NEW YORK

Key aspects of the campaign in each market include:

● Local Nonprofit Support: As a part of the local market activations, American Express will support a local LGBTQ nonprofit organization by providing sponsorship funds and raising awareness for the important work they do in that community. Kicking off the campaign in New York, American Express will support the Stonewall Community Foundation, an organization that focuses on the needs of New York City’s diverse LGBTQ Community.

● Pride Parade and Festival Activations: American Express employees will participate in the Pride parades and festivals in select markets and will join the parades on an interactive float with dynamic video that displays images of attendees celebrating Pride and demonstrating expressions of love.

● Shop Small® Initiatives: American Express will support local businesses in each market during Pride, encouraging Card Members to “Shop Small. Shop Proud.” American Express teamed up with PAPER Magazine to create a content series featuring notable LGBTQ individuals in each market talking about their passions and some of their favorite local businesses. In addition, American Express will host events in select markets to bring together local merchants, notable community members and influencers to #ExpressLove, while also giving each local nonprofit organization a platform to tell its story.

About American Express:
American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com [3] and connect with us on facebook.com/americanexpress [4], foursquare.com/americanexpress [5], linkedin.com/company/american-express [6], twitter.com/americanexpress [7], and youtube.com/americanexpress [8].

Key links to products and services: charge and credit cards [9], business credit cards [10], Plenti rewards program [11], travel services [12], gift cards [13], prepaid cards [14], merchant services [15], corporate card [16] and business travel [17].

Language:
English

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