

Marriott Welcomes LGBT Guests to "Be You, With Us"
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Lodging Leader Launches New Marketing Campaign and Sweepstakes

BETHESDA, Md., June 7, 2012 /PRNewswire/ -- Global lodging leader, [Marriott International, Inc.](#) (NYSE: MAR) today announced a new marketing campaign aimed at lesbian, gay, bisexual and transgender (LGBT) travelers, friends and families – "Be You, With Us".

(Logo: <http://photos.prnewswire.com/prnh/20090217/MARRIOTTINTLLOGO>)

The "Be You, With Us" campaign launches in celebration of Pride Season (often observed from June through September) in cities around the world that host gay pride parades and festivals to celebrate the LGBT community. The campaign is filled with imagery and messages that welcome all guests to be themselves when staying with Marriott. The campaign comes to life through travel packages and amazing hotel experiences and culminates with a sweepstakes where one grand prize winner and guest will receive a trip valued at \$5,000 to the 2013 New York, San Francisco or Berlin Gay Pride Festivals. Travelers can register through www.marriott.com/pride to enter the "Be You, With Us" sweepstakes.

Participating Marriott brands include: JW Marriott, Renaissance, Autograph, Marriott Hotels & Resorts, Courtyard, SpringHill Suites, Fairfield Inn, Residence Inn and TownePlace Suites.

Beginning June 7th, travelers can book attractive "Be You, With Us" hotel deals and packages through www.marriott.com/pride. Some of the packages include: *The Rainbow NOLA offer*, which features deluxe accommodations at several New Orleans hotels such as the JW Marriott New Orleans and the Renaissance New Orleans Pere Marquette; two complimentary welcome drinks and a Gay Guide map to New Orleans; *The Get a Room! Vancouver Pride package* at the Residence Inn Vancouver Downtown in Canada includes overnight accommodations in a king deluxe studio, full hot buffet breakfast, high-speed wireless Internet, parking, two door passes to Celebrities Night Club and two cocktails in Cavino, the hotel restaurant; and *The Rainbow Connection LGBT Special offer* at the Wailea Beach Marriott Resort & Spa in Hawaii that includes a \$300 hotel credit for your stay plus daily breakfast for two at the resort restaurant.

"We are proud of this campaign and of our long-standing reputation for our commitment to diversity and inclusion," says Joanna Todd, vice president, segment strategy. "Our core strength lies in our ability to embrace differences and make everyone feel respected and valued when they visit and stay in our hotels. Later this year, we will also launch new campaigns to reach African American and Latino audiences."

The campaign was created in partnership with UniWorld Group, Inc., Marriott's Multicultural Marketing agency in collaboration with the company's LGBT communications specialist, Bob Witeck, President of Witeck Communications.

Marriott International's premiere hotels from coast-to-coast frequently host galas and events on behalf of LGBT community leaders including the Human Rights Campaign (HRC), GLAAD, PFLAG, the National Center for Lesbian Rights, and Out & Equal Workplace Advocates, among others. Marriott also serves as a proud sponsor for these nonprofit organizations, as well as other community-based groups.

The company remains among leading corporations earning high marks on the HRC Corporate Equality Index year after year, and for several years, it also has been a supporting member of the National Gay & Lesbian Chamber of Commerce, committed to diverse suppliers including LGBT businesses.

For more information about Marriott's global diversity and inclusion initiatives, visit www.marriott.com/diversity.

Visit [Marriott International, Inc.](#) (NYSE: MAR) for company information. For more information or reservations, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com.

SOURCE Marriott International, Inc.

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