

American Express Launches National LGBTQ PRIDE Campaign to “Express Love”
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New Campaign Commemorates the One-Year Anniversary of Marriage Equality

American Express (NYSE: AXP) today announces the launch of its fifth annual Pride campaign to celebrate LGBTQ Card Members, merchants, employees and local communities. Coinciding with New York’s Pride festivities and marking the one-year anniversary of the Supreme Court’s marriage equality decision, the theme for this year’s campaign encourages consumers to share how they “Express Love” every day. The 11-market program features multiple activations including: a social media call-to-action to #ExpressLove, local merchant recognition events, a presence in local Pride celebrations, support for local LGBTQ nonprofit organizations, national advertisements and more.

“American Express is proud to recognize and celebrate a landmark anniversary with a program that helps underscore the importance of diversity and inclusion in the communities where we live and work,” said Elizabeth Rutledge, executive vice president, Global Advertising and Media, American Express.

American Express will debut the campaign by running multiple full-page advertisements in the Sunday, June 26 edition of *The New York Times*. The advertisements will feature same-sex couples who are Card Members celebrating their one-year marriage anniversaries. The selected photos demonstrate the power and significance of everyday expressions of love that have occurred in the year since the Supreme Court’s decision. Additional couples and everyday love stories will be featured on American Express’ social media presences.

Also during Pride Week in New York City, American Express is extending the #ExpressLove theme by partnering with Brookfield Place in lower Manhattan to bring to life an interactive visual activation entitled “LOVE WINS” Letter Project. The installation will consist of the words “LOVE WINS” crafted into large acrylic 3D block letters and will encourage visitors to fill the installment with love letters to honor the LGBTQ community.

The campaign, which was created and led by the Company’s employee PRIDE network, will then roll out to additional cities nationwide through November: San Diego, Chicago, Provincetown, Austin, Atlanta, Los Angeles, Palm Springs, Salt Lake City, San Francisco and Seattle.

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:

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Key links to products and services: [charge and credit cards](#), [business credit cards](#), [Plenti rewards program](#), [travel services](#), [gift cards](#), [prepaid cards](#), [merchant services](#), [corporate card](#) and [business travel](#).

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