



Variety Board Releases Free Online Classifieds to Campaign for Diversity

New York, NY, April 10, 2008 --(PR.com)-- Variety Board has released a regional online classifieds service that allows free posting of advertisements that include attachments, videos, pictures and address mapping. The service is designed to raise awareness on issues of equality for women's rights, racial equality and GLBT acceptance when using regional classifieds. The website www.varietyboard.com promotes a message of acceptance when using local classifieds. Visitors will find that these added benefits highlight and enhance their advertisements on the site.

Existing online classifieds advertisements do not allow the buyer or the seller to have control over the attitudes of the persons they interact with during the transaction process. VarietyBoard is releasing a free online advertising service that promotes and encourages acceptance of diversity within communities.

The major Variety Board categories include employment, merchandise, personals, and real estate. The classifieds are free to use and include options such as adding video or document attachments to help supplement the listings. The site allows for mapping of addresses and confidential postings throughout the site. There is a premium listing option that allows listings to remain at the top of their category for 14 days. All listings stay posted for 45 days.

Variety Board hopes the service will help women, minority, and gay & lesbian subscribers to conduct transactions that require face-to-face encounters with assurance of tolerance. Visitors to the site are encouraged to shop with equality in mind.

The site presents a strong social message for the e-commerce industry and encourages a policy of inclusion. The company has pledged thirty-percent of its annual profits to be divided equally among foundations.

Initial launch of the VarietyBoard service is limited to seven metropolitan areas. The areas include the D.C. metro area, New York, Los Angeles, Chicago, Atlanta, Philadelphia and Houston. The company is determining larger expansion by site participation.

VarietyBoard.com is a privately funded venture designed to enhance online shopping experiences by promoting equality and diversity. The website can be reached via www.varietyboard.com.

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