
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

May 24, 2021

Ald. Cavalier Johnson
(414) 286-3787

Spectrum Reach's "Pay It Forward" offers minority-owned businesses free advertising and marketing resources

Spectrum Reach is offering local minority-owned businesses the chance to receive three months of free television advertising, a free commercial, and other marketing resources as part of the company's "Pay It forward" initiative. **Common Council President Cavalier Johnson** is urging local businesses who meet the qualifications to apply today.

"As a way to support the community, Spectrum Reach is offering minority-owned businesses the opportunity to enhance their brand free of charge, and I'm grateful for their willingness to support local entrepreneurs in this way," said President Johnson. "The deadline to apply is fast approaching, and I encourage all minority-owned businesses citywide to submit their application today."

The deadline to apply is Monday, May 31. Businesses selected to participate will receive a three month television advertising schedule from July – September, a free 30 second commercial through Waymark, support from local marketing experts, access to on-demand educational content and invitations to exclusive speakers' series and events with industry leaders. Additional information and application instructions can be found by visiting <https://go2.spectrumreach.com/pay-it-forward>.