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Pride Town Connect Announces Pride Town Connect LATAM, Beginning Its Exploration of LGBTQIA+ Friendly Businesses Across Latin America

New initiative launches pilot country pages as the platform explores future expansion throughout the LATAM region.

FIELDSBORO, N.J. - July 16, 2026 - Pride Town Connect, a United States-based digital advertising platform and curated directory of LGBTQIA+ friendly and inclusive businesses, today announced the introduction of Pride Town Connect LATAM, an exploratory initiative beginning with new country pages for Mexico, Colombia, and Argentina.

The initial pages represent the first stage of a broader effort to understand how Pride Town Connect's mission of visibility, inclusion, and community connection could eventually serve businesses, residents, travelers, organizations, and LGBTQIA+ communities across Latin America.

Rather than immediately building a comprehensive Latin American business directory, Pride Town Connect is beginning with a focused period of exploration. The platform will use its initial country pages to introduce the concept, gather feedback, learn from local voices, and begin developing relationships with businesses, community leaders, organizations, and advocates throughout the region.

"We believe the strongest platforms are built by listening to the communities they are intended to serve," said Dr. John J. Errigo III, Founder of Pride Town Connect. "Our pages for Mexico, Colombia, and Argentina provide a starting point for conversation. We want to understand what communities need, which stories should be elevated, and how Pride Town Connect can contribute in a way that is thoughtful, collaborative, and locally informed."

Building on Pride Town Connect's Work in the United States

Pride Town Connect currently connects consumers with LGBTQIA+ friendly and inclusive businesses throughout the United States. Since launching in August 2024, the platform has welcomed more than 1.3 million visitors and has continued expanding its curated business listings, city directories, community resources, and inclusive travel content.

The LATAM initiative builds upon that foundation while recognizing that every country and community has its own culture, history, challenges, progress, and priorities. Pride Town Connect does not intend to simply reproduce its United States platform in another region. Instead, the organization plans to explore how its model can be adapted through regional guidance, community participation, and meaningful local partnerships.

Mexico Demonstrates Both the Need and the Opportunity

Mexico offers an especially meaningful starting point for the initiative. Its LGBTQIA+ communities have built vibrant cultural, civic, business, and community networks, yet visibility and acceptance can still vary significantly between regions and individual experiences.

For Pride Town Connect, the opportunity is not only to identify places where LGBTQIA+ people are accepted. It is to help create a larger narrative in which LGBTQIA+ voices, businesses, leaders, and communities are recognized, celebrated, and treated as an essential part of everyday civic and economic life, not presented as exceptions or anomalies.

“Visibility should mean more than simply being acknowledged,” Errigo said. “It should mean that LGBTQIA+ people are able to participate, lead, build businesses, share their stories, and be celebrated as part of the communities they help strengthen. We hope this exploration can contribute to that broader vision in Mexico and throughout Latin America.”

The Mexico page will allow Pride Town Connect to explore a deeper editorial and community narrative, including inclusive businesses, local events, destinations, community resources, cultural progress, and the continuing need for visible LGBTQIA+ leadership.

Initial Exploration in Three Countries

Mexico, Colombia, and Argentina were selected as Pride Town Connect's first LATAM pages to begin conversations with communities representing different cultural, geographic, and economic perspectives within the region.

The initial pages may feature:

- LGBTQIA+ friendly and inclusive businesses
- Regional Pride events and community gatherings
- Travel and destination information
- Community organizations and local resources
- Stories highlighting LGBTQIA+ leadership and visibility
- Educational content promoting inclusion
- Opportunities for businesses and community members to provide feedback

The pages are not intended to represent completed LATAM national directories. They are pilot destinations that will evolve as Pride Town Connect receives feedback, identifies reliable local information, and develops relationships with people who understand the communities being represented.

An Invitation to Help Shape the Initiative

Pride Town Connect is inviting business owners, community organizations, local advocates, travelers, residents, and LGBTQIA+ leaders in the United States and Latin America to explore the Pride Town Connect LATAM initiative and share their perspectives.

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Feedback gathered during this exploratory period will help determine how the pages develop, what resources should be prioritized, which countries or cities may be introduced next, and whether Pride Town Connect should pursue a broader long-term directory and partnership network throughout Latin America.

“The purpose of this first phase is not to arrive with every answer,” Errigo said. “It is to open the door, listen carefully, and determine whether Pride Town Connect can help create something meaningful alongside the communities we hope to serve.”

The pilot pages were selected to begin conversations with local communities and better understand how Pride Town Connect can support businesses, residents, and travelers seeking welcoming and inclusive spaces throughout Latin America.

Explore Pride Town Connect LATAM and provide feedback:

www.PrideTownConnect.com/LATAM

About Pride Town Connect

Founded in 2024, Pride Town Connect is a United States-based digital advertising platform and curated online directory dedicated to connecting consumers with LGBTQIA+ friendly and inclusive businesses. The platform helps businesses strengthen their visibility while making it easier for consumers to discover welcoming places to shop, dine, travel, work, and access professional services. Since its launch, Pride Town Connect has welcomed more than 1.3 million visitors and continues to expand its business directories, regional resources, and community-focused content.

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Online release: pridetownconnect.com/pride-town-connect-latam-expansion/

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