

New Daily Deals Website Offers Gay-Friendly Deals to LGBTQI Community

QueerDeals provides opportunity for customers to choose businesses that support equal rights

QueerDeals, Australia's first daily deals website for the LGBTQI (Lesbian, Gay, Bisexual, Transgender, Queer and Intersex) community, today announced the official launch of its website www.queerdeals.com.au.

Encouraging customers to take a stand against discrimination, QueerDeals only features deals from businesses that support equal rights and have proven to be gay-friendly. Before a business can be featured on the website, it needs to pass a background check for complaints of discrimination and/or poor hiring practices. QueerDeals also uses the Australian Workplace Equality Index (AWEI), a national benchmark of how inclusive Australian workplaces are of their LGBTQI employees.

"QueerDeals is for people – gay, straight and anything in between – who want to be sure that their hard-earned cash isn't going towards homo- or transphobic businesses," says QueerDeals Founder, Sonja Bertrand.

"We want to create community support for those businesses that support equal rights and fair employment practices."

QueerDeals also works closely with gay-owned businesses to help them grow and increase awareness of their products and services within the LGBTQI community.

Deals are offered at more than 50% off the normal retail price and can include anything from restaurants, jewellery and fashion to gadgets, home wares, pet products and even holidays and entertainment – all at unbeatable discounts.

QueerDeals will donate a percentage of its profits to charities that help the LGBTQI community, including The Pinnacle Foundation, which provides scholarships and mentors to disadvantaged LGBTQI youth, and ACON's Lesbian & Gay Anti-Violence Project, which provides support to people who have experienced homophobic violence and helps make the community safer by promoting anti- homophobia and anti-violence initiatives.

"We're introducing a different take on the daily deals model: daily deals for a cause. Yes, you get great products at fantastic discounts, but you're also contributing to the fight for equal rights and supporting LGBTQI charities," says Sonja Bertrand.

To celebrate the launch of its website, QueerDeals is giving away a 3 day escape to Daylesford-Hepburn Springs, Australia's gay spa capital. The holiday package includes 2 nights accommodation at gay-owned 65 Main, 2 retreat passes to The Mineral Spa, a Sanctuary & Tea for Two at Hepburn Bathhouse & Pavillion Café, and a \$60 shopping voucher at boutique store Portal 108.

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