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(from Billboard, March 2, 2012) Many artists are affiliated with some type of organization or charity that they strongly support and sometimes use to promote their product. Artists such as Madonna, Lady Gaga, and Cindy Lauper have previously toured in support of the LGBTQ (lesbian, gay, bisexual, transgender, queer) community, and the trend continues with the recent partnership between Revel & Riot and fun. Revel & Riot is an organization that promotes LGTB through media, graphics, writing, and products on the Internet.

This spring fun. (a group of straight indie rock guys) will focus on promoting the awareness of LGBTQ civil rights throughout its tour in support of their album Some Nights. Guitarist, Jack Antonoff of fun. said, “We want the LGBTQ community to know that although their government may treat them as second-class citizens, we do not. We will do everything in our power to help end this monumental injustice in any way we can.” In addition to the tour, fun. will be selling t-shirts (benefiting the Gay Straight Alliance Network) stating “It’s all fun. and gay ‘till someone loses their rights.” Revel & Riot (originally approached by the band) added on their website, “Besides being an incredible band, they are outspoken and dedicated. We couldn’t feel more lucky to have such wonderful allies and friends.”

In July 1991 the LGBTQ community was labeled as the “dream market” by the Wall Street Journal, due to its reputation of loyalty and commitment to those that support their rights. In 2011, according to Gay & Lesbian Alliance Against Defamation, LGBTQ individuals will spend over $800 billion. Music artists are influencing companies such as Microsoft and Starbucks to revisit their target market. "Most people under the age of 30 don't really care whether or not someone is gay or straight," said Amy Wigler, VP of Integrated Marketing for Logo (the largest LGBTQ targeted cable network in the United States). "Gay rights is often viewed as something that young

people support, and advertisers want to connect with that. It's about doing the right thing, but also about connecting with a youthful demographic."
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