



Latinx Newswire teams up with News Direct

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News



(Photo credit: Getty Images).

Latinx Newswire has partnered with News Direct, increasing the reach of its users' press releases and editorial features.

Via the partnership, users' content will be placed automatically on more than 130 news and content aggregator sites, including Google News, Yahoo, and AOL without increasing the cost to the user.

"We invented the Hispanic press-release-distribution industry in 2000, and through this alliance with News Direct and our access to Brilla Media's digital-distribution platforms, this year we're on a warpath to produce many more service upgrades and innovations," said Bill Gato, CEO of Latinx Newswire.

Latinx Newswire allows users to reach U.S. Hispanic and Puerto Rico media and digital influencers. It also lets users target audiences by geographic region as well as by news category, such as business, entertainment or food. News Direct is an automated news and content distribution platform for PR, IR, corporate communications and marketing professionals.

"With today's emphasis on diversity and equity, we are proud to be partnering with Latinx Newswire to reach the Hispanic community," added Gregg Castano, founder and CEO of News Direct. "Latinos are influencing every segment of society and should be an integral part of all communication campaigns."