

For Immediate Release:

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MEDIA ADVISORY

Debra Dixon of Light of Gold PR will be a Featured Panelist and Social Media Marketing Expert at “1010 Wins Radio TD Bank 5-Borough Business Breakfast”

New York, NY – **June 10, 2010** - Debra Dixon, CEO and President of New York-based **Light of Gold PR, Marketing, and Consulting LLC**, will be one of the featured panelists at the bi-monthly **“1010 Wins Radio TD Bank 5 Borough Business Breakfast-Manhattan”**. The **1010 Wins Radio TD Bank 5-Borough Business Breakfast** provides a powerful opportunity to connect with your target market. The **1010 Wins Business Breakfast** will be held on **Tuesday, June 22nd** from **7:30 am – 10:00 am** at the **Sheraton New York Hotel and Towers at 811 Seventh Ave (between 53rd and 52nd)**. Ms. Dixon will be amongst distinguished business experts sharing her in depth knowledge on social media and marketing. *“Debra is on the cutting edge of how to effectively use social media and multi-platform exposure to expand and grow business opportunities. Her ideas can have an immediate and positive impact on a business owner’s bottom line. We are thrilled that Debra has agreed to share her expertise and insights at our breakfast event”*, Says Ben Mevorach, **Director of News & Programming** for 1010 Wins Radio.

Personal branding using social media sites is becoming increasingly popular as the number of social media users continues to rise.” points out Ms. Dixon. *“75% of small businesses have a profile on a social network site. Facebook and Twitter have seen a 12% increase in the number of small businesses on their sites. Personal branding using social media is becoming a necessity especially during these tough times in our economy.”*

Additionally, according to Ms. Dixon, *“When you market your business using social media, it is so important not to lose sight of the most important aspect of business: The Customer. THAT element has NOT changed. Social media is a great marketing tool, but first and foremost sites like Twitter, Facebook, and LinkedIn are meant to be used for communication, forming relationships and extending your conversation to grow your business. Social Media should be an integral part of your marketing plan and strategy”*.

Light of Gold PR, Marketing, and Consulting LLC will also be launching their **Gold Profile Webinar Series** featuring distinguished luminaries and experts in Business, Entertainment, and Technology covering a range of topics. Additionally, **Light of Gold PR, Marketing, and Consulting LLC** will be introducing the **Gold Digital Marketing Makeover Packages and Coaching Sessions** to help professionals and businesses reinvent their brand digitally, maximize their Website, Social Networking Sites, and Blogs all while integrating their traditional business collateral. Anyone interested in either the **Gold Profile Webinar Series** or the **Gold Digital Marketing Makeover Packages and Coaching Sessions** can either call 646-378-7895 or visit <http://www.lightofgoldpr.com>. For upcoming events, visit <http://www.lightofgoldpr.com/events/calendar.html>

About Us

Light of Gold PR, Marketing, and Consulting LLC, with offices in **New York City** and **Atlanta, GA**, specializes in Public Relations, Marketing, Promotions, Media Relations, Branding and Event Planning, emphasizing Digital Marketing Strategies, and New Media such as Webcasts, Podcasts, Social Media and Online Communities. **Light of Gold PR** is also certified as a **Minority and Woman-owned Business Enterprise (MWBE)** in the city of New York.

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