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Light of Gold PR and Marketing LLC, Official PR Firm of 2009 PowerNetworking Conference Excited to See Web 2.0 Take Center Stage

June 23, 2009, NEW YORK— Light of Gold PR and Marketing LLC (www.lightofgoldpr.com) a Woman and Minority-Owned Business Enterprise with offices in New York and Atlanta, was named the official PR firm of FraserNet's 'Succeeding in Tough Times' June 2009 PowerNetworking George Fraser of FraserNet.com explains, "It's a natural fit that Light of Gold PR and Marketing LLC would be the official PR firm of our June 2009 PowerNetworking Conference. The Light of Gold PR and Marketing firm is known for its powerful blend of new social media/Web 2.0 and traditional PR techniques to get the word out about products, services, and events. The firm's CEO, Debra Dixon believes in empowering the African-American business community, and is a great example of its success."

Year after year, the FraserNet PowerNetworking conference is known for attracting top talent from the African-American business community. But this year, will unveil a special Twitter 2.0 Strategy and Feature a strong Web 2.0 Presence from both the Power Panel and Workshops. "Naturally I'm excited to see Web 2.0, Twitter & all the New media tools take center stage this year since minority and black business need to leverage Web 2.0 Tools in order to compete in today's challenging market." "Today it helps to be savvy in leveraging both traditional relationships along with today's Web 2.0 Tools. The Traditional and the New are the order of the day.", says Debra Dixon, President and CEO of Light of Gold PR. Traditional Relationships and New Web 2.0 Tools were featured at the recent, "Relationship 2.0 Networking Event hosted by Light of Gold PR in May featuring George Fraser as the guest speaker illustrating that you can't abandon traditional ways of leveraging relationships and that you actually need both. Dixon spoke about the Web 2.0 Tools like Twitter, Facebook and other tools and is even introducing a DVD and download highlighting Twitter and other Social Media tools at the PowerNetworking Conference.

The conference will be held from June 25-27 at the **Marriott Marquis** in downtown Atlanta. The agenda includes workshops, panels, phenomenal speakers, and a special **FREE** National Town Hall Meeting that's not to be missed on Thursday, June 25th at 7pm.

This year's conference will also have special awards presentations, business exhibits, a special luncheon to celebrate six phenomenal Black Women, and more.

For more information about the 2009 PowerNetworking Conference and registration, visit www.frasernet.com or www.powernetworkingconference.com , email Brice@frasernet.com or call 216-691-6686 extension 330, Attn: Bria Rice.

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About Light of Gold PR and Marketing LLC:

Light of Gold PR and Marketing LLC, (www.lightofgoldpr.com) with offices in New York and Atlanta, specializes in Public Relations, Marketing, Promotions, Media Relations, Branding and Event Planning, emphasizing New Media such as Webcasts, Podcasts, Web 2.0, Social Media and Online Communities. Light of Gold PR and Marketing holds a Minority and Woman-Owned Business Enterprise (M/WBE) certification awarded by the Division of Economic and Financial Opportunity, a division of New York City's Department of Small Business Services.