



# Gay ad too sexy for City of Miami

---

*Squirt.org 'Non-Stop' campaign stopped by City of Miami*

TORONTO, ONTARIO, CANADA, November 25, 2014 /EINPresswire.com/ -- Local10 News reported Nov 18 that Squirt.org's "Non-Stop Hookups" bus advertisement campaign had stirred up the local community in Miami, Florida. The ad, a promotion for the Squirt gay dating site, shows two shirtless men embracing along with the site's tagline, "Hot 'n horny hookups," and the campaign slogan, "Non-Stop Hookups." The ads were placed near popular gay clubs and establishments in Miami, including Eros Lounge, Magnum Lounge, The Dugout, Club Azucar and Club Aqua Miami. The ad's creative content went through the usual rigorous approval process.

The report says a mother complained to the City of Miami about the ad. Soon after the ad went live, Pink Triangle Press (PTP), the operator of Squirt.org, was informed about the complaint and asked to provide updated creative without the tagline "Hot 'n Horny Hookups" and the words "Non-Stop Hookups." PTP provided an updated version and the new creative was approved. Meanwhile, the ad was vandalized, stolen and never replaced by the City of Miami.

"We always work very closely with our ad reps and locations when it comes to creative approval," says Attila Szatmari, digital business director at PTP. "Our creative was approved, and we just want to have the same treatment as any straight sexy ad would have. Lots of straight-themed ads are as sexy as ours: look at Step up revolution, Tom Ford, Michael Kors, Guess, Viktor & Rolf and Calvin Klein ads. If these ads can be on streets across America, we don't understand why two men embracing cannot." When Squirt.org asked when the updated creative would go live, its ad distributor replied that the case had become "too political" for the City of Miami to touch.

PTP has started a petition against the City of Miami on [change.org](http://change.org) to have the ad reinstated and invites everybody to express their opinion about the matter via social media under #adequality.

## About Squirt.org

Squirt.org is an international gay adult dating and cruising site operated by Pink Triangle Press since 1999.

## About Pink Triangle Press

Pink Triangle Press is Canada's leading gay and lesbian media organization. Founded in 1971, PTP publishes Squirt.org, DailyXtra.com and the Xtra newspapers in Ottawa, Toronto and Vancouver, and has produced a number of television series, including the travel show Bump! and The Gayest Show Ever.

Attila Szatmari  
Pink Triangle Press  
416-644-5206  
[email us here](mailto:info@pinktrianglepress.com)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.