



DESTINATION TOMORROW
THE BRONX LGBTQ CENTER

Case Study

Media Relations & Thought Leadership

The Challenge: Destination Tomorrow is the only LGBTQ+ center in the Bronx, providing support to vulnerable members of the community. The grassroots organization was founded by Sean Ebony Coleman, the only Black Trans individual to run an LGBTQ+ center in the state of New York. Focusing on providing educational, financial, housing, health and personal support programs, Destination Tomorrow was looking to expand nationally and secure federal and state funding to scale up its services. TASC was charged with boosting Destination Tomorrow's media presence and name recognition and developing Sean's thought leadership platform as a national leader in the LGBTQ+ community.

Our Strategy: TASC focused on generating media coverage in local and national publications highlighting Destination Tomorrow's mission and initiatives. We crafted messaging to effectively communicate the direct community impact of Destination Tomorrow's work and its unique position as an organization that primarily supports Transgender and Gender-Nonconforming individuals of color. Through media coverage and award opportunities, TASC worked to raise Sean's profile as a community leader and authority to comment on LGBTQ+ and racial justice issues, establishing him as a national thought leader and key player in the LGBTQ+ activist space.

Results: Through TASC's efforts, Sean and Destination Tomorrow were highlighted in multiple national and local publications including [The New York Times](#), [Business Insider](#), [New York Daily News](#), [USA Today](#) and [NBC News](#). Sean was named as one of [Crain's](#) Notable Black Leaders 2022 and invited to be a part of both Mayor Eric Adams and Bronx Borough President Vanessa Gibson's transition teams. Destination Tomorrow is opening a new location in Atlanta and was selected to receive CDC funding for COVID-19 mapping assessing the impact of the pandemic on communities of color. We were also successful in securing local broadcast segments to draw attention to the center's events and services including outlets such as [WPIX](#), [WCBS-TV](#), [Spectrum News NY1](#) and [News 12 Bronx](#). The media coverage generated over 300 million impressions for the organization, solidifying Sean as a national thought leader and highlighting all the good that Destination Tomorrow is doing for the LGBTQ+ community.

The New York Times



BUSINESS INSIDER



DAILY NEWS