



June 22, 2015

**RE: Additional Endorsement for dotgay LLC (Application ID# 1-1713-23699)**

Dear ICANN,

We appreciate ICANN acknowledging the enclosed endorsement letter for dotgay LLC's community application for .GAY (Application ID# 1-1713-23699) by posting it on the ICANN correspondence page.

Best regards,

A handwritten signature in blue ink, appearing to read "JB", with a long horizontal stroke extending to the left.

Jamie Baxter  
dotgay LLC

June 22, 2015

Dear ICANN

The ViaG Magazine would like to indicate our support and commitment to a .GAY domain that is designed and governed by the gay community, as outlined in the community application by dotgay LLC. We do not believe any other application for .GAY serves the interests of the public and more specifically the interests of the gay community.

The ViaG magazine is the most important tourism magazine focused on LGBT audience in Brazil. Born in 2008, ViaG was launched to provide to LGBT community information about tourism, entertainment and leisure. Our goal is to make the maximum effort to bring the best to its readers and in a serious way, without any kind of stereotypy and treating this audience with all respect that it deserves. With this behavior ViaG has conquered important sponsors like Embratur, Ministry of Tourism of Brazil, beyond airlines companies, national and international hotel groups and many other companies of the tourism trade. In this 7 years of hard work we can proudly say that ViaG has helped to professionalize the LGBT tourism in Brazil and change the wrong image that the Brazilian tourism had about the LGBT segment.

Although the dotgay LLC application is comprehensive in detailing how the interests of the gay community are served under a community model, it is important to accentuate the inclusive nature in which such a proposal was designed and ultimately supported.

There can be no question that the gay community is comprised of diverse segments of those with non-conforming sexual orientation and gender identity. As a population we are commonly identified and represented with umbrella terms in order to collectively speak of the community as a whole, without having to alternatively identify each diverse segment. This is common practice in everyday dialogue and in the spoken and written media. Although there exist countless terms that have been used through the years, learned political correctness and trends may influence localized popularity of any given umbrella term. "Gay" however is without question the single most globally understood and utilized inclusive term, regardless of language, to properly capture and represent each diverse segment.

What makes the community application for .GAY so empowering is that it properly acknowledges all diverse segments of the gay community with an inclusive plan to create a domain where all can be equally celebrated and equally protected. Regardless of whether every segment of the gay community chooses .GAY as a home for their domain, their interests will always be represented and protected through the community proposal.

ViaG believes that the public interest, and more specifically the interests of the world's population of those with non-conforming sexual orientation and gender identity will be best served under the community application by dotgay LLC.

Alex Bernardes  
Marketing Manager