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Wisconsin LGBT Chamber: Adds new BIPOC & Trans Program Manager to staff

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MILWAUKEE, WI — The Wisconsin LGBT Chamber of Commerce announced that it is hired Lo Villarreal as the Black, Indigenous and People of Color (BIPOC) and Trans and Gender Non-Conforming (Trans) Program Manager, a new position that has been added to the organization.

“As a Gender-Fluid and LatinX person, I have always made it my mission to be a loud advocate for my communities, and to be visible and involved in the positive change in society,” Lo Villarreal said. “I am honored to be stepping into a role and working with an organization that allows me to focus on creating new opportunities for people like me to grow and be successful in their business.”

This position is responsible for leading efforts to support the development of queer BIPOC and trans-owned businesses in Wisconsin, will oversee the creation and implementation of the Chamber’s events and programs to support and grow queer BIPOC and Trans businesses in the state, and help support other programs of the Chamber that focus on intersectionality and diverse business development.

Originally from Janesville, WI, Villarreal moved to Milwaukee to pursue a degree in Human Services and learn new ways to get involved in her communities. They are currently the Co-Director of Entertainment for Janesville Pride, a previous title holder for Wisconsin Drag Pageantry, and can be found volunteering in numerous events across the state.

“This is an exciting time for the Chamber as we round out our expanded team with the addition of Lo. I’m so excited for the organization to be able to provide even

more programming and events to support the LGBTQ community across the state," said Jason Rae, President & CEO of the Wisconsin LGBT Chamber. "I can't wait to see what Lo can achieve in this new position."

These positions were funded through the Diverse Business Assistance Grant Program awarded by Governor Evers and the Wisconsin Department of Administration.