

Los Angeles, CA – Can an online business directory build tolerance between the many diverse cultures of the greater Los Angeles area? That is a question Pages LA is looking to answer, and in their estimation, already has. Started more than four years ago by Mira Hanania and Ilan Gez, a happily married Israeli couple, Pages LA, then LAJewishPages.com, was an online directory to connect the Jewish community to the many businesses of Los Angeles. After initial success, Mira and Ilan saw the great opportunity to expand to the many diverse cultures that Los Angeles calls its own. Now, Pages LA reaches out to not only the Jewish community, but the Hispanic, Armenian, Persian, Russian, Chinese, Korean, Japanese, Filipino and Thai, and are ever expanding.

Offering local businesses a chance to reach these many communities with significant buying power, Pages LA has now fully realized its mission; spread multiculturalism in our growing melting-pot. With a full page online ad, offering professionally copy written text, links, photos, banners and even driving directions with a map, each business is personally developed for maximum exposure. Utilizing thousands of keywords in numerous search engines, TV and print ads, and the distribution of material at cultural events, Pages LA gets people to their directories so their clients get the business they're looking for.

This unique vision of multicultural unity not only builds business and promotes activity in the local economy, but builds bridges between these communities on the net, locally, nationally and globally. Now with hundreds of businesses and thousands of visitors, their success is palpable. Jacob Castroll Insurance of Studio City raves "The exposure and the return on investment are great!" "We strongly recommend Pages LA for any business." Attorney Daniela Koiman of Woodland Hills wholeheartedly recommends the directories to any professional "Overall, the response to my advertising and the great customer service are beyond what I expected."

Mira participated in a radio interview with Leslie Kent on No Spin Spin Talk Radio from KLASFM 89.7 in Los Angeles, California on Sunday, October 26th. She spoke of Pages LA's mission to educate their advertisers on internet promotion and how reaching out to these diverse communities can help everyone involved.

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Pages LA, building tolerance through business.

Pages LA was formed over four years ago by Mira Hanania and Ilan Gez in Los Angeles as LAJewishPages.com to connect Los Angeles businesses to the Jewish community online. After three years of success, they've expanded to ten different diverse ethnic communities and are ever expanding.

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