

Contact:

Tricia Brumit
H8Check
2810 E. Trinity Mills Road #209-260
Carrollton, TX 75006
P: (774) 482-4325
E: info@h8check.com

FOR IMMEDIATE RELEASE

H8Check has just launched a [Facebook page](#) and [crowd funding campaign](#) with Indiegogo to help fund the completion and release of a free 'Equality Ratings' App. The app is being created in response to the growing discrimination practices of some business owners against certain groups of consumers due to Race, Religion, Sexual Orientation, or Gender Identity. This discrimination is being touted as (and in some cases is) legal and is based on the idea of "religious freedom".

DALLAS, TX., July 22, 2015 —H8Check is a new free, cross-platform mobile app that gives a unified voice to those who feel discriminated against by any business on the basis of Race, Religion, Sexual Orientation, or Gender Identity. Unlike other business ratings apps, this one will rate businesses on their relative attitude about various forms of diversity and how inclusive they are: a "Yelp meets Foursquare" for equality. Launch goal is next eight weeks.

Nineteen states currently have religious freedom laws, which permit business owners to deny services and discriminate against whatever group they personally feel is objectionable. In 34 states one can be fired for being gay. It could even be a matter of life and death: The Michigan House of Representatives has passed a [religious freedom bill](#) that might potentially allow emergency medical personnel to exercise religious objections to treating gay patients.

Regardless of legality, businesses are choosing to discriminate at an alarming rate and the politics in some states are supporting these choices.

Whether it's the woman in a Hijab who is seen as strange or inferior, the black mother who simply wishes to dine with her children in comfort, the trans man who wants to use the restroom that he feels suits his needs, the mixed race family who don't feel the need to explain their history, or the gay couple who simply wants to hold hands in public without fear of retribution, the H8Check app will provide people across the United States a centralized space to publicly call out businesses that

have unfriendly or intolerant behavior AND recognize those that have treated them well.

“There are innumerable review sites out there but none that really allows its users to speak specifically to equality and fairness,” explains Tricia Brumit, H8Check founder. “I decided to create H8Check after reading about and witnessing growing accounts of discrimination by business owners claiming their right to refuse service or treat people poorly, and noticing more often than not it was gays, women, transgendered, and people of color being targeted. I’m hoping the more people who use this app to place a spotlight on unfair treatment by businesses, the more pressure they may feel to change, and treat all customers and people in a fair, just and respectful manner. I also wanted to provide a way for people to thank and highlight those businesses that treat everyone equally.”

The App’s development phase is nearing completion and is about to begin beta testing. Brumit plans to use the Indiegogo funds to finalize, release, and market the app and create a sister website. From technical and marketing points of view, the Indiegogo funds will specifically allow for full beta testing, final revisions and updates based on testing, development of a web version of the app, and marketing in order to help spread the word of H8Check’s availability and goals

“I myself, as a gay woman, have been made to feel extremely unwelcome at times, but felt my Yelp review would go unnoticed, or worse, invite even more intolerance behind the veil of the Internet. Now, even with great wins and legislation supporting equality, bills are being introduced to support those who still wish to discriminate. I thought if there was a way to know what my experience might be, BEFORE going in to a situation, I could make an informed decision about who to give my hard earned money to, and I know I’m not alone in wanting this type of resource,” says Brumit.

As part of continuing app development, H8Check will need to fund the ongoing operation, upgraded versions, and management. Brumit hopes to add features such as real-time video uploads, social sharing, and offer official H8Check Certification for those businesses with stellar equality ratings from users and those that make an effort to improve their equality rating.

[H8Check](#) is looking for help spreading the word about the Indiegogo campaign. Please go to www.indiegogo.com and search for H8Check to pledge a donation in support of equality. (Or click [HERE](#).)

About H8Check

H8Check takes a stand against discrimination and bigotry. With this innovative social sharing app, people can rate businesses based on how they treat people, giving that business an average equality score which may be used in making better informed consumer decisions.