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Logos and photos: allthethings.gay/brand

Little Rock Founder Launches allthethings.gay, a Free, Hand-Checked Directory for the LGBTQIA+ Community

Built in Arkansas, the free directory already lists nearly 1,200 places in 175 cities across 34 states, from doctors and therapists to bars, groups, events and crisis support.

LITTLE ROCK, Ark. (Oct. 17, 2026) — allthethings.gay, a free directory that helps LGBTQIA+ people and allies find the professionals, places, groups and events in their community, is now live at allthethings.gay. Built in Little Rock, it launched this month with nearly 1,200 places in 175 cities across 34 states, each one checked by a person before it goes live.

The directory is organized into six sections: Services, Community, Shopping, Travel, Events and Support. In one search, someone can find a doctor or therapist who gets it, a barber, lawyer or realtor, a sports league or book club, a queer-owned shop, a bar or a place to stay, what's happening this weekend, and crisis lines, legal aid and housing help. A map shows what's nearby, and crisis support is one tap from every page.

"For a lot of years, I made myself small: in doctors' offices, in waiting rooms, in public places where I could feel people deciding who I was before I'd said a word," said Will Gambill, founder of allthethings.gay. "I believe people are people before they are anything else, and that everyone deserves a basic level of human dignity. This is how I put that belief to work."

Gambill runs a Central Arkansas creative agency that builds websites, brands and marketing for small businesses. He saw good queer-owned and queer-friendly businesses stay invisible because the tools out there weren't made for them, so he and his team built one that is.

Every listing is checked by hand, and each badge says exactly what was checked and when. Badges and reviews can't be bought, paid spots are always labeled, and the site never sells user data. Health, crisis and search pages carry no analytics.

Listing is free for businesses, nonprofits and groups. Owners can claim their listing at allthethings.gay/business, and founding businesses get three months of Pro or Featured free with the code FOUNDING.

"We started at home in Arkansas, in Little Rock, Hot Springs and Northwest Arkansas, and we're going city by city until we're in every corner of the country," Gambill said. "I want it to be proof that we exist everywhere, and that it's OK to be who you are."

allthethings.gay is free to use at allthethings.gay and on Instagram, TikTok and Facebook at @allthethings.gay. Logos, photos and fast facts are at allthethings.gay/press.

About allthethings.gay

allthethings.gay is a free directory of LGBTQIA+ businesses, services, community groups, events, travel and support, checked by hand, city by city. Built in Little Rock, Arkansas, it helps people find a doctor, a bar, a hotel or a group they can trust, and helps LGBTQIA+–owned and inclusive businesses get found. Listing is free, ads are contextual and labeled, and the site never sells user data.

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