

The following list of Dictionary definitions of “Promote” demonstrates that it is incorrect to assert that “the common meaning of ‘promote’ is to advance or support, not to deliver the actual service.”

It would, however, be correct to state, “One common meaning of ‘promote’ is to advance or support, while other commonly-used meanings involve active contributions to and participation in the service in question.”

-----o0o-----

[Merriam-Webster](#)

*a : to contribute to the growth or prosperity of: FURTHER
promote international understanding*

*b : **to help bring (something, such as an enterprise) into being: LAUNCH***

-----o0o-----

[Dictionary.com](#)

*“to help or encourage to exist or flourish; **further**.”*

-----o0o-----

[Oxford Living Dictionary:](#)

*When used with an object: Support or actively encourage (a cause, venture, etc.);
further the progress of.*

-----o0o-----

[MacMillan Dictionary:](#)

***To help something to progress:** foster, promote, nurse.*

-----o0o-----

[Vocabulary.com:](#)

contribute to the progress or growth of

-----o0o-----

TheFreeDictionary.com

1. a. *To raise to a more important or responsible job or rank.*
b. *To advance (a student) to the next higher grade.*
2. **To contribute to the progress or growth of; further. See Synonyms at advance.**
3. *To urge the adoption of; advocate: "promote a constitutional amendment."*

-----o0o-----

Yourdictionary.com

*Promote is defined as **to contribute to the growth of something** or to sell by advertising.*

-----o0o-----