

LetsBuyBlack365 – A Black Economic Empowerment Movement



For Our Youth For Our Businesses For Our People For Our Future

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Let's Buy Black 365 announces the launch of a national Black Economic Empowerment Movement

FOR IMMEDIATE RELEASE

Washington, DC – Let's Buy Black 365 announces the launch of a grassroots Black economic empowerment movement to empower Black people through the committed Black owned businesses that create jobs, create resources, and fuel our communities as they grow.

The Problem:

- Economic impotence is at the heart of every problem that affects the Black community.
- Economically depressed communities have no political voice. No political voice means underfunded schools and mis-educated children.
- Mis-educated and under-educated people are less likely to succeed economically resulting in broken homes, imbalanced communities and incarceration.
- The prison industrial complex then profits from "The New Jim Crow" - mass incarceration, free labor system. Slavery has not ended and is being funded by the very corporations we work for, buy from and support.

The Solution: Let's Buy Black 365 is prepared to

- Infuse capital in targeted enterprises Black media, financial institutions, manufacturers, cultural institutions, etc. that can increase the availability of sustainable jobs and career opportunities.
- Empower Black people through committed Black owned businesses
- Create vehicles to empower young people with opportunities for the present and the future within Black-owned businesses fortified with capital from local communities
- Re-instill consumer confidence in Black Businesses through consumer awareness campaigns, customer reviews and customer rating systems
- Re-instill consumer confidence in Black Businesses through business support around best practice resources, business education
- Be a hub for dialog and action around economic empowerment through a dynamic social media platform that allows for group

How/Resources

- Black online social network
- National grassroots organizers and ambassadors offline network
- New self-maintaining business directory with rating and review system platform
- Consumer incentives to shift paradigms around spending habits.

IT'S TIME FOR BLACK ECONOMIC emPOWERment.

For more information contact Kala at action@LetsBuyBlack365.com or 202-470-6121

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