

Contact: LaRese Purnell
Phone: (216) 214-9170
e-mail: therealblackfri@gmail.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, August 03, 2016

The Real Black Friday Presents **FLIP THIS BIZ** Saturday, August 13, 2016 at 11a

Cleveland, Ohio – As a part of **The Real Black Friday (TRBF) Weekend** (www.therealblackfriday.com), and 107.3 The Wave on Saturday, August 13th, at 11a TRBF Team along with various dignitaries, community leaders and participants will be unveiling the results of a week-long renovation of a local business, aptly titled, **Flip this Biz**. The TRBF Winner is Annie B's and Earl's Restaurant is located at 4017 St. Clair Ave., Cleveland, OH 44103.

Easily the most talked about outreach venture of 2016, the much-anticipated reveal will be done before a live audience and in real time through social media (@therealblackfriday) and a live radio remote provided by 107.3 The Wave. The winner was chosen for the upgrade by users voting on www.therealblackfriday.com or at 1073thewave.net, with over 2700 votes recorded.

While the renovations to the business were cosmetic, Purnell hopes the impact will run a lot deeper, and be a lot more meaningful to residents of the community.

"We're grateful for the opportunity to do this, and for all the people who are teaming up to help us like Ubiquitous Design, JB Original Design, Green Integrated, The Fix Bistro, Design Bee, Sammie Does IT, Beckham's B and M's, AKA Team and many others. But our goal is to make a real, lasting, financial difference in both this company and this community. We're hoping the renovations generate interest from the public, and that customers will come in, eat well, and spread the word," he said.

But not only is the winning business getting a facelift, the employees will also go through a comprehensive crash course all that week on how to run and manage their business with excellence for the long-term provided by Jumpstart and The Real Black Friday team.

Users also voted for the business they thought should be renovated at www.therealblackfriday.com or on Instagram, Facebook, or Twitter, @therealblackfriday or @laresepurnell.

The entire TRBF weekend (August 12th – 14th) features a number of events geared toward educating and galvanizing the black community in financial literacy and responsibility, leadership and entrepreneurship, and the importance of patronizing and investing in black-owned and operated businesses.

An initiative created by LaRese B. Purnell, author, financial advisor, and COO and CFO of The Word Church (*Cleveland, Ohio*), **The Real Black Friday** (TRBF) campaign has a threefold purpose:

- To increase solidarity, financial continuity, and consumer education within black communities
- To bring awareness to the number and types of black-owned businesses
- To encourage consumers to financially support these businesses

Those interested in attending or participating in the weekend's events as a business owner or vendor can register online at www.therealblackfriday.com. Details, including a full schedule of events can be found on the site as well.

For more information or interviews, contact LaRese Purnell at (216) 214-9710 or via email at therealblackfri@gmail.com

###