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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Cleveland, Ohio – The Real Black Friday Week (www.therealblackfriday.com) commences Sunday, August 13, 2017 through Sunday, August 20, 2017.

The week (August 13th – 20th) 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 strategist, and Managing Partner of CLE Consulting Firm (*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**

Purnell also wants to continue to capitalize on the energy and high morale inspired by the Cavs' historic championship win in 2016 and innovation and growth taking place right here in our great city of Cleveland.

He said, "It's a great time for all of us here in Northeastern Ohio. Because of what the Cavs achieved, people have newfound faith in our city and in each other. I hope we can find a way to harness some of that energy into a win for black entrepreneurs and businesses by getting more people to believe in what they have to offer."

This year's weekend event will consist of the following:

Sunday, August 13th (3-7P)

Black Business Expo & A Taste of Black Cleveland – It is guaranteed to be explosive this year while being held at Edgewater Park. A family friendly event highlighting 200+ black-owned businesses, products, and services, and dozens of black restaurateurs. Over 5k attendees will be in attendance, where consumers will be introduced to their community businesses and reciprocally, company

owners will have the advantage of exposure to customers who may have never heard of them. Training and resources will be provided before the start of the expo to all registered vendors. The event this year will not only be filled with vendors, but live entertainment, free school supply giveaways to 700-800 students, food trucks, car and motorcycle show and a large kids entertainment area. All this is absolutely free to everyone in attendance.

While the primary focus of the event is on black economic empowerment, it is not *just* for African-Americans. Black businesses need the support of the entire spending population to succeed, not just from a specific group. All are welcome and encouraged to attend.

In 2015, Mayor Frank Jackson supported the venture, and underscored Purnell's plight to encourage blacks to start spending within their own communities.

"Mr. Purnell is right," he said. "True wealth creation starts at home." It is essential that African-American businesses spend money with one another and it is equally important that these businesses provide quality goods and services at a competitive price for this to be successful."

Those interested in attending or participating 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 (330)212-4121 or via email at laresepurnell@cleconsultingfirm.com.

Sunday, August 20th (3-7P)

Radio One's Empower One: The Real Black Friday Edition – Located at Tri-C East Mandel Theater located at 4250 Richmond Rd. is guaranteed to be a day filled with education to provide entrepreneurs with tools necessary to achieving their next level. Hosts, Speakers and Panelists include individuals such as Josh Cribbs, BET personality Jeff Johnson, Radio One's Sam Sylk and RoDigga, Coach Ted Ginn Sr., Danita Harris and many more. The panel will be Business Uncut, with questions that will captivate the crowd due to the honest responses pertaining to their failures and successes experienced. There will be breakdown classes and various activities to engage the 800 plus entrepreneurs and community leaders expected in attendance.

Sponsors and Supporters include: Radio One, Ken Ganley Nissan, Ganley Nissan Mayfield, Imagine That Entertainment, MetroPCS, KeyBank, Beckham's B & M, The Fix Bistro, Lucas Funeral Home, Golden Key Investments, CLE Consulting Firm,

Faith Community United Credit Union, Optima Lending Services, WKYC, Cuyahoga Community College, Cleveland Metro parks, Jumpstart and many more.

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