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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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Cleveland, Ohio – **The Real Black Friday Week** ([www.therealblackfriday.com](http://www.therealblackfriday.com)) commences Sunday, August 12, 2018. This year's theme is We Are Cleveland. The life size Cleveland script will be present on the Public Square. Our celebrity host will be Ray J, national recording artist and entrepreneur. This year will be bigger than ever, TRBF will be celebrating 5 years.

The Real Black Friday 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 12<sup>th</sup> (3-8P)**

**Black Business Expo & A Taste of Black Cleveland** – It is guaranteed to be explosive this year while being held on Public Square in Downtown Cleveland. 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, fashion show, boxing, battle of the band (Shaw High School and others), 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](http://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](mailto:laresepurnell@cleconsultingfirm.com).

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