

Contact: LaRese Purnell and Char Prince  
Phone: (330)212-4121 and (216)312-7183  
e-mail: [charmellaprince@cleconsultingfirm.com](mailto:charmellaprince@cleconsultingfirm.com)

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**  
**February 15, 2022**

**Tuesday,**

Cleveland, Ohio – **The Real Black Friday Black Business Expo**([www.therealblackfriday.com](http://www.therealblackfriday.com)) an official NBA sanctioned event, commences Saturday, February 19 from 10-6p and Sunday 20, 2022 from 12-6p at Tower City in Downtown Cleveland, during **NBA All-Star 2022**.

Purnell, has publicly asked community members, leaders and all attendees to help him reach a goal of a \$500K spend with these businesses during TRBF All-Star 2022. It is the first in the NBA's history that there will be 200+ black owned businesses under one roof during this national and global event. This is so important after incidences like George Floyd have occurred in our nation. Events and instances like this will provide an opportunity for all to feel like they are included and have access to opportunities at every level and scale. Also, statistically it is predicted that more than 40% of black owned businesses will not exist post pandemic, so awareness and support is imperative. This year will be bigger than ever, as TRBF celebrates 7 years. There will be something for the entire family, Absolutely FREE!

The Real Black Friday features several events geared toward educating and galvanizing the African American community in financial literacy and responsibility, leadership and entrepreneurship, and the importance of patronizing and investing in black-owned and operated businesses.

While the primary focus of the event is on Black economic empowerment, it is not *just* for African Americans, we would invite the entire community to celebrate and support these activities. 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.

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 will continue to capitalize on past 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. All of this and the recent win of 34-year old Mayor-Elect Justin

Bibb, makes Cleveland being the home to this year's NBA All-Star game and festivities more significant than ever.

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

**Saturday, February 19<sup>th</sup> (10-6P) and Sunday, February 20<sup>th</sup> (12-6p)**

**Black Business Expo & A Taste of Black Cleveland** – It is guaranteed to be explosive this year while being held at Tower City in Downtown Cleveland. Bedrock's destination marketplace will welcome the family friendly event and highlight 200+ black-owned businesses, products, and services, and dozens of black restaurateurs. Over 1k guests 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. The event this year will not only be filled with vendors, but live entertainment including a Fashion show, Gospel Explosion, Step show, Bands, 150-person city choir (Warrensville, Maple High School, and others), food vendors, and etc. All of this is **ABSOLUTELY FREE** to everyone in attendance.

Just A Few Highlighted Segments, Saturday :

**10:00-11:30** National Recording Gospel Artist Geoffrey Golden and (150-person choir and Warrensville Hts. High School Band)

**12:30-1:00p** Congresswoman Shontel Brown and BET's own Big Tigger will host award show for Professional Athletes from Cleveland: Justin Hardee Sr (NY Jets), Terry Rozier (Charlotte Hornets), Ted Ginn Sr. (Glennville), Montana Love and Abdullah Mason (Professional Boxers)

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.

This year, we were supported by amazing organizations such as: Media partners Radio One and ESPN Cleveland, WEWS; Presenting sponsors Bedrock, KeyBank. Supporters and Sponsors RPM, Step Forward Today, CLE Consulting Firm. Black Box Fix, AKA Team, Harvest of Ohio, Cleveland YMCA, Cleveland Cavs, Nestle, Jack Casino, CoHatch, Equitable Advisors, Destination Cleveland, Jumpstart, BMD, Cochran Firm, and many more.

For more information or interviews, contact LaRese Purnell at (330)212-4121 or via email at [laresepurnell@cleconsultingfirm.com](mailto:laresepurnell@cleconsultingfirm.com).

