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FOR IMMEDIATE RELEASE  
JUNE 17, 2020

## **BuyBlackNB Launches to Drive Support to Black-Owned Businesses in the New Bedford Area**

*The initiative, seeking to connect consumers with Black-owned businesses, launched with a website that features over 75 Black-owned businesses at [www.buyblacknb.com](http://www.buyblacknb.com).*

**New Bedford, Massachusetts** – BuyBlackNB is a new initiative dedicated to highlighting, discovering, and promoting Black-owned businesses in New Bedford and surrounding towns.

“In supporting local Black-owned businesses, we are working to close the racial wealth gap, strengthen our local economies, foster job creation, and celebrate Black culture,” said Justina Perry of New Bedford, who started the initiative earlier this month.

The group launched with an interactive map and directory of over 75 Black-owned businesses at [www.buyblacknb.com](http://www.buyblacknb.com). They will continue to add businesses to the directory and drive awareness of these Black-owned businesses across social media platforms.

BuyBlackNB will also serve as a source for resources and action. Their first fundraiser is a t-shirt and tank sale -- 100% of profits will go directly to the New Bedford Branch of the NAACP.

BuyBlackNB does not charge businesses to be listed in the directory or featured on social media. The work is a labor of love for people, places, and products that make up the New Bedford community.

### **About BuyBlackNB**

BuyBlackNB is an online platform dedicated to highlighting, discovering, and promoting Black-owned businesses in New Bedford and surrounding towns. In supporting Black-owned businesses, we are working to close the racial wealth gap, strengthen our local economies, foster job creation, and celebrate Black culture.

Add a Black-owned business to the directory: <https://www.buyblacknb.com/submit>

Purchase a shirt or a tank: <https://www.buyblacknb.com/shop>

Facebook: <https://www.facebook.com/BuyBlackNB/>

Instagram: <https://www.instagram.com/buyblacknb/>

Email: [info@buyblacknb.com](mailto:info@buyblacknb.com)

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