

IMMEDIATE RELEASE
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NAACP DC COMMEMORATES JUNETEENTH BY “SUPPORTING BLACK... BUYING BLACK”

WASHINGTON, D.C. — The NAACP DC Branch encourages everyone to support Black-Owned Businesses, buy products and buy services from Black-Owned Businesses on Juneteenth and whenever possible. Juneteenth, which is now a new national Federal Holiday, is also a day of great significance to African-Americans. Today, we remember our history signified by the day the last enslaved African-Americans in Galveston, TX received notice of the abolition of slavery over 2 years after signing the Emancipation Proclamation. However, African-American’s continue to endure economic, education, criminal justice and healthcare inequities resulting from over 400 years of slavery and continued institutionalized racism in this country. The black community continues to suffer as black businesses are slow to recover from the deadliest pandemic of our lifetime.

Nationwide, the Black community collectively possesses over \$1.2 trillion dollars in annual spending power. However, the Black community has some of the highest rates of unemployment and the lowest median family income levels compared to whites. The NAACP DC Branch seeks to strategically leverage spending power into Black-owned businesses to strengthen the economic empowerment within Black communities. In 2020, the NAACP DC Branch launched a COVID-19 Black Business Directory featuring Black-Owned Business operating in Washington, DC. Today, we must continue to support black businesses.

The NAACP DC Economic Committee is committed to promoting racial equity, economic development and economic empowerment within the Black community. The mission of the NAACP is to ensure the political, educational, social and economic equality of rights and to eliminate racial hatred and discrimination. The NAACP is the nation’s oldest and largest civil rights organization committed to the fight for equality and justice for African-Americans and other vulnerable, disadvantaged communities. A priority of the Washington, DC NAACP Branch is to highlight Black-owned businesses and pipeline African-American spending power into supporting Black-owned businesses, strengthening the economic capacity of African-American’s in DC.

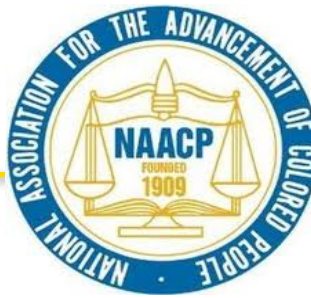
Akosua Ali, NAACP DC President, stated, “Juneteenth is a day to remember who we are and our power as Blacks in America. Successful Black-owned businesses directly impact economic empowerment, employment, jobs and resource allocation within our communities. Leveraged appropriately, Black buying power can demand the legislative and systematic changes we have fought to achieve after over 400 years of oppression and inequities.”

For more information, please email naacp@naacpdc.org.

ABOUT NAACP:

DC BRANCH NEWS

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Its members throughout the United States and the world are premier advocates for civil rights in their communities. The mission of NAACP is to ensure the political, educational, social and economic quality of rights of all persons and to eliminate racial hatred and racial discrimination.



PRESS RELEASE

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