



## **“THE BLACK WOMEN’S EXPO ANNOUNCES BET HER AS THE TITLE SPONSOR OF THE 25<sup>th</sup> ANNIVERSARY SHOW IN CHICAGO!”**

*In celebration of the 25<sup>th</sup> anniversary of the Chicago edition, the expo and BET Her will have major surprises planned for consumers*

**CHICAGO, IL** (March 1, 2019) – BET Her, BET Network’s African-American women-focused cable channel, will be the title sponsor of the Chicago stop for the 2019 The Black Women’s Expo tour. Celebrating 25 years of Black Girl Magic, The Black Women’s Expo (BWe) will be held at Chicago’s McCormick Place Convention Center and will offer the BWe Experience, lifestyle, beauty, entertainment and culture, where consumers can get glammed, pampered, and empowered.

“As The Black Women’s Expo enters its 25<sup>th</sup> year of celebrating Black women excellence, I am thrilled to have BET Her join us this year as the title sponsor in the place where it all started - Chicago,” says Merry Green, creator and founder of The Black Women’s Expo. “The expo has always been about Black women empowerment and engagement, and to find a partner in BET Her, whose mission is the same, is truly a perfect match.”

With crowds in the tens of thousands, The Black Women’s Expo celebrates the aspirations and achievements of Black Women and has provided exposure to the African-American consumer market for more than 500 small businesses and major corporations. Over the past 25 years, BWe has made its mark on Chicago as one of the premier events to attend in the city by consumers, influencers, politicians, and celebrities.

“In all of my wildest dreams, I could not have imagined this 25-year journey! What the Black Women’s Expo has become, what it means to Black women, to our community, at times even amazes me! To be able to continue for so long and in this fashion is a blessing!” says Merry Green. “We are proud to partner with the Black Women’s Expo this year for this monumental event celebrating its 25th Anniversary,” said Jeanine Liburd, Chief Marketing and Communications Officer, BET Networks. “BET Her was created to celebrate all Black women, so it is a natural partnership for us to be the title sponsor for this year’s event.”

In addition to Chicago, the tour also will make stops in:

- Atlanta: September 14 – 15 at Georgia International Convention Center
- Dallas: June 15 – 16 at Fair Park

This year’s tour will include performances from top musical acts, engaging seminars, and powerful keynotes from some of the most dynamic speakers in the nation.

Additionally, consumers can enjoy and partake in beauty makeovers, culinary delights, and one-of-kind shopping from a variety of vendors.

Tickets are available for purchase on [The Black Women's Expo](http://www.theblackwomensexpo.com) website, [www.theblackwomensexpo.com](http://www.theblackwomensexpo.com).

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#### **ABOUT THE BLACK WOMEN'S EXPO**

The Black Women's Expo (BWe), originating in Chicago, offers unparalleled opportunities for brands seeking to engage with the African American consumer in multiple markets. BWe is where Black Women can be found, in record numbers, annually for the BWe Experience, where she finds the latest trends, amazing new products and services, where she gets informed, empowered and enlightened! Black women will not only have the BWe Experience in Chicago, but in Atlanta and Dallas in 2019 with our 3-City Tour! Now in our 25th year, The Black Women's Expo presents an array of dynamic speakers and celebrities in seminar sessions, top musical artists on our main stage...and a lively marketplace for corporations and small business exhibitors to engage with the powerful and growing African American consumer! With our 3-City Tour, The Black Women's Expo engages millions of consumers through our unprecedented media campaigns, (radio, television, print, digital, social media) with media partnerships in each market.

#### **ABOUT BET NETWORKS**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: BET.com, a leading Internet destination for Black entertainment, music, culture, and news; BET HER, a 24-hour entertainment network targeting the African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.