



**FOR IMMEDIATE RELEASE**

**What About the Others?  
Black Women's Expo Gears Up For 25<sup>th</sup> Year Celebration**

**Chicago (January 24, 2019)** - Every year over 600,000 people, the majority of whom are women, attend a large event in NOLA. It is unquestionably the largest and certainly exciting.

However, there are over 7 million black women in the United States. So, what about your customers who don't make their way to the crush of NOLA? How can you give your customers a chance to experience your brand in person in an environment that they trust?

**The Black Women's Expo.** Celebrating its 25<sup>th</sup> year of providing a display of products, services and seminars produced specifically for Black women and women of color and their families who depend on her resilience and resourcefulness.

Join the impressive company of sponsors who recognize the importance of connecting with this consumer on her home turf. Provide her with the opportunity to experiment and experience your hair care brand in person.

This year, the Black Women's Expo partnered with the retail strategy firm, Channel Source, to develop the **BWE Beauty Boutique**. The **BWE Beauty Boutique** will provide licensed hair stylists and make up artists to demo featured hair and cosmetic products. Limited to three haircare and three cosmetic brands, the BWE Beauty Boutique will showcase and demo up to 3 haircare and 3 cosmetic brands for attendees.

Give us a call today for a one-on-one presentation and conversation about the excellent sponsorship opportunities still available with the 2019 Black Women's Expo.

For more information contact:

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Visit [theblackwomensexpo.com](http://theblackwomensexpo.com) for event details.

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