

FOR IMMEDIATE RELEASE

Feb. 1, 2022

Media Contact:

Chelsea Whittington, C WHITT PR, LLC

Chelsea@CWHITT.biz

219-712-3182

BWe NEXT (Black Women's Expo) Expands Market to include shows in Detroit and Atlanta in 2022

[Founder and Executive Producer Merry Green Announces Updates via Facebook Live](#)

(Chicago) -- Look out Detroit and Atlanta! The Chicago-born BWe NEXT (Black Women's Expo) is headed your way as announced by Founder and Executive Producer Merry Green today via [Facebook Live](#). Green virtually discussed the addition of the Motor City June 18-19, 2022 and "Hotlanta" December 17-18, 2022. The Chicago show will return to McCormick Place August 12-14, 2022.

After encountering an unforeseen show cancellation in 2020 due to the global pandemic, Green wasn't quite sure what to expect with the return of BWe NEXT the following year.

"To my surprise and delight, we broke participation records during a pandemic," said Green. "That's brand loyalty and a clear call for us to get back to delivering the Black woman's experience in more markets."

The line-up of 2022 shows will tout the theme "The Legacy Continues," highlighting how BWe NEXT has established an immense following over the past 27 years. Annually, multiple generations of attendees flock to the largest exposition for Black women in the nation for the exhibitors, panel discussions, entertainment and networking.

"As we continue to grow and evolve, so does our audience of Black women," said Green. "In 2022, we will celebrate the countless relationships that have been forged and those 'girlfriend moments' shared through the BWe NEXT experience. This year will be about celebrating the phenomenal legacy of Black women."

Green teased that more information would be shared about exhibitor booths over the next few days and encouraged viewers to follow BWE Next on [Facebook](#), [Twitter](#), [LinkedIn](#) and their newly launched [Instagram](#) page.

"We have a lot of work ahead of us, but the end result will be worth it," said Green.

For more information about BWe Next and sponsorship opportunities, visit BWeNext.com.

###

To schedule an interview with Green, email [Chelsea@CWHITT,biz](mailto:Chelsea@CWHITT.biz) or call 219-712-3182.