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When a door closes, you have two choices: Give up or keep going. Let them shut you down, or prove them wrong. We all start somewhere; it's where you end up that counts. — Rihanna

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BLACK BUSINESS AWARENESS MONTH: HONORING LEGACY, EMPOWERING FUTURES

Samia Silver

This August, we celebrate Black Business Awareness Month to recognize the contributions of Black entrepreneurs and spotlight the vital role Black-owned businesses play in shaping America's economy, culture, and future.

A Trailblazing Legacy

Black entrepreneurship in America has always been marked by resilience and brilliance. Madam C.J. Walker, the first self-made female millionaire in the U.S., built a national haircare business that empowered thousands of Black women, proving excellence can thrive even under systemic oppression.

Others, like A.G. Gaston, used their wealth to uplift communities and support the civil rights movement, paving the way for today's changemakers.

Modern Innovators Changing the Game

Today's Black entrepreneurs are leading across industries:

- **Rihanna's Fenty Beauty** redefined makeup through inclusive shade ranges.
- **Daymond John**, founder of **FUBU**, brought streetwear to the global stage.
- **Tristan Walker**, founder of **Bevel**, created grooming products for Black men, becoming the first Black CEO at Procter & Gamble.
- **Issa Rae**, co-founder of **Sienna Naturals**, uses her platform to promote natural haircare and elevate other Black-owned brands.

These leaders don't just build businesses—they break barriers, inspire change, and reinvest in their communities.

Why Black Businesses Matter

Black-owned businesses generate over \$200 billion annually and:

- Create jobs in underserved areas
- Offer culturally relevant goods and services
- Build generational wealth
- Strengthen communities through reinvestment

Despite their value, Black entrepreneurs face significant barriers to funding, exposure, and support. Backing them is about more than spending, it's about equity and empowerment.

How You Can Help

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- **Shop Black** consistently, not just occasionally
- **Share and promote** Black-owned brands
- **Mentor, invest, and advocate** for inclusive business spaces

Moving Forward Together

Black businesses are a cornerstone of American innovation and progress. Supporting them uplifts communities, drives opportunity, and moves us toward a more just economy. This month, and every month, let's commit to celebrating and sustaining the legacy of Black entrepreneurship.

RECENT EVENTS

SYMPOSIUM

Young Adult Forerunners [YA..F.] Team

The student research interns of P-CoC took center stage at a dynamic symposium, sharing their firsthand experiences working on the initiative. They spoke with confidence about engaging in real-world activities, conducting community science fieldwork at community events, navigating sensitive conversations about race, color, and ethnicity, and organizing participatory activities. Their genuine enthusiasm and collaborative spirit shone through as they described taking responsibility for each step of the process, from inserting themselves ethnographically in this situated learning experience to reflection and analysis.

What stood out was how much the students grew: they became more adaptable when unexpected challenges arose, more thoughtful in how they engaged with diverse community members, and more reflective about their own roles as emerging equity-focused scientists. Their shared stories of listening deeply, facilitating dialogues in various spaces and public gatherings, and handling moments of discomfort emphasized both their professional maturation and personal transformation. Overall, the symposium painted a vivid picture of P-CoC's students evolving into thoughtful, equity-centered individuals, energized by their experiences and poised to carry this work forward.



HAITIAN FLAG DAY

Attribution P-CoC Inc Governing Board

HONORING HAITIAN FLAG DAY.

May 18 marks the Haitian Flag Day, a powerful celebration of freedom, unity, and National pride. This day commemorates the creation of Haiti's flag in 1803 during the Nation's fight for independence from French colonial rule. The flag symbolizes the resilience and strength of the Haitian people who were the first to break free from slavery and form the world's first Black Republic.

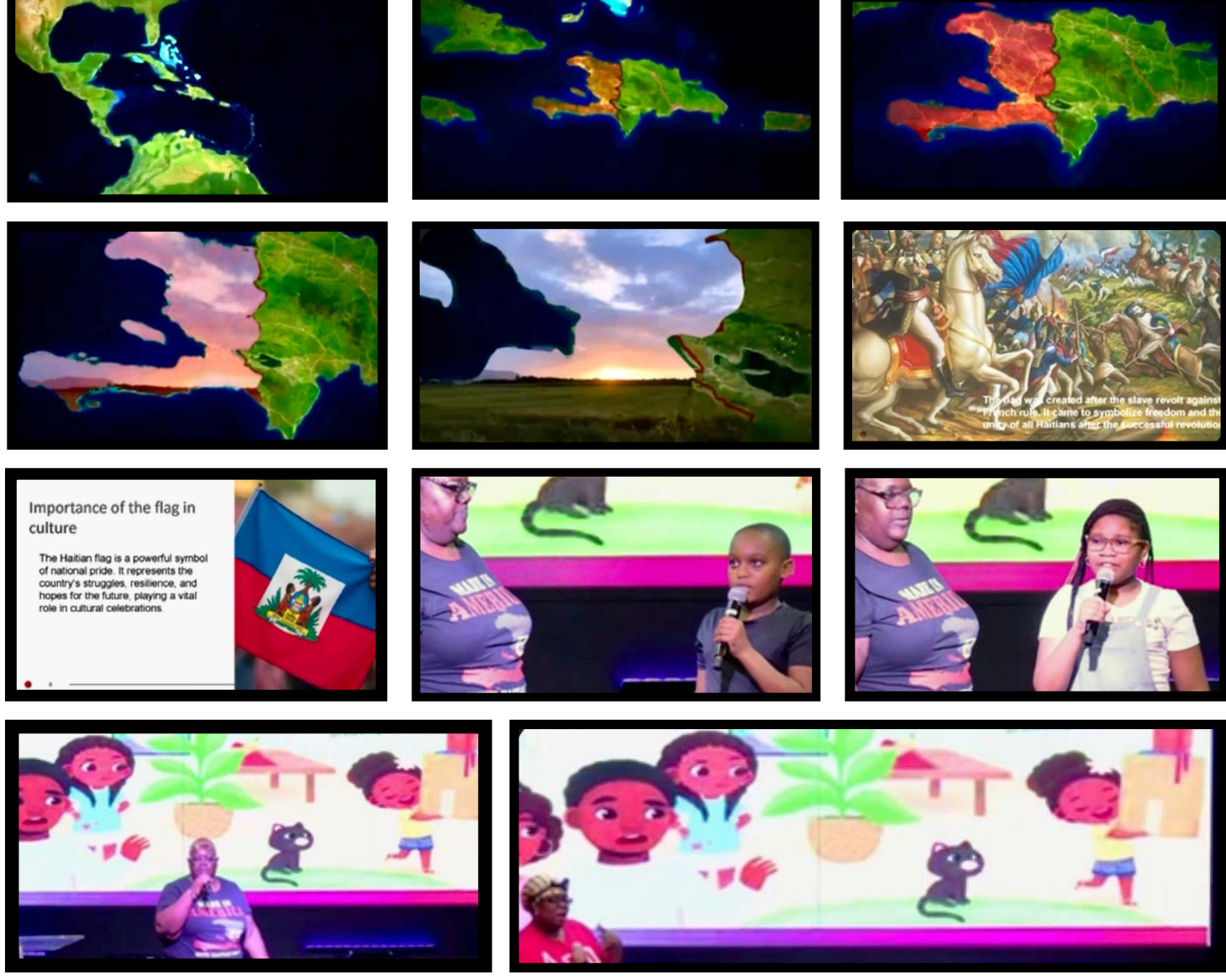
For over 200 years, Haiti has stood as a beacon of courage and determination. Haitian Flag Day reminds us of a shared history built on the fight for freedom, the richness of Haitian culture, and the deep-rooted faith that continues to bind the people together.

Why It Matters:

- The day celebrates Haiti's independence and National identity
- Honors the legacy of unity and strength born out of struggle
- Highlights vibrant Haitian culture from bold art and spicy cuisine to strong Christian values

Let this day be a reminder: "Unity makes people strong when together."

Haitian Flag Day is more than a celebration, it is a call to honor the past and stand proud in the present.



MEMORIAL GATHERING-LATE DR NANA

Attribution P-CoC Inc Governing Board

Dr. Lang attended a local memorial gathering in New York organized by the family of the late Dr. Nana Brempong III, a valued member of the P-CoC Advisory Board. The image shows Dr. Lang with some of the members of Dr. Nana Brempong' III's family.



Support those who support us!

Patronize the businesses of our sponsors and partners—find details on our website.

Meet us at our Tabling!

Meet some of our participants at our Tabling Events around town, and reach out to see if we can bring a table to your event—email us at info@p-coc.org.

Join the P-CoC Team!

Looking to get involved? Join or volunteer with P-CoC and make a difference! Visit <https://www.p-coc.org/join> to learn more.

Stay engaged!

Follow us on our social platforms for updates, events, and more ways to get involved.



WHO We Are!

We are a collective that cultivates a culture of support, embracing the ideology of one human race while celebrating ethnic uniqueness and the diverse skin tones that enrich our shared humanity.



WHAT We Do!

Through our race, color, and ethnicity-centered initiatives to address marginalization, we create dynamic spaces for service, networking, collaboration, and leadership development, empowering everyone to embrace fair and equitable coexistence.



HOW We Do It!

Our outreach includes cultural exchange events that celebrate ethnic heritage, positive public messaging to combat stereotypes, and our local social circle hubs for collaborative solution-oriented approaches to societal challenges, all aimed at fostering equitable coexistence.