

MediaCom celebrates Black History Month by supporting local Black entrepreneurs

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This year for Black History Month, For Us By Us @ MediaCom – the Employee Resource Group (ERG), hosted Black Wall Street. An event to call to action for members and allies of the Black diaspora to understand the significance of supporting Black entrepreneurs. Local entrepreneurs set up a marketplace onsite at the MediaCom office and welcomed 250 employees from MediaCom and the wider WPP community.

Black Wall Street is the former byname of the Greenwood neighborhood in Tulsa, Oklahoma where representatives of the Black community created a self-sufficient and prosperous business district in the early 20th century. On May 31, 1921 the area was massacred resulting in the loss of lives, homes and businesses.

Today, Black American buying power is 1.1 Trillion and yet only 2 cents of every dollar a Black American spends in the U.S. goes back into Black-owned businesses.

For Us, By Us @ MediaCom is an ERG for those who identify as a part of the Black diaspora. The goal is to foster a more diverse and inclusive workspace while providing additional support, resources and a sense of community.

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