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NEWS RELEASE  
For immediate release

## **APPEAL Event Targets “Building a Movement for Black Economic Empowerment”** *Empowerment Experiment Founder Maggie Anderson Headlines Forum on New Movement*

(Washington, D.C.) May 22, 2014 – **APPEAL, Inc.**, a non-profit enterprise based in Washington, DC, will host an event titled “Building a Movement for Black Economic Empowerment” on **Saturday, June 7, 2014 from 3:00 pm to 6:00 pm** at Union Temple Baptist Church, 1225 W Street, SE, Washington, DC. Admission is FREE of charge. This event will feature a keynote address and book signing by **Maggie Anderson**, along with presentations by internationally-renowned cultural historian Anthony Browder and former D.C. Treasurer Lasana Mack, who is the founder and executive director of APPEAL, Inc. Anderson is the author of the critically acclaimed book “Our Black Year”, in which she chronicles *The Empowerment Experiment*, her family’s historic stand to completely live off of Black businesses and products for an entire year. She has launched a new “conscious consumerism” movement, *The NEW Empowerment Experiment*, to facilitate African-American community economic empowerment by developing concrete mechanisms for increasing support for Black businesses. She will reveal information about this new movement at this event, including her collaboration with APPEAL and other organizations. “We are expanding my family’s experiment and building a national movement here, and I’m very excited about what’s on the horizon,” Anderson says.

**Anthony Browder**, author of best sellers “From the Browder File” and “Nile Valley Contributions to Civilization”, is founder and director of IKG Cultural Resources, and is also a board member and educator with APPEAL. At this event, Browder will be speaking on tapping into the power inherent in African people’s historical greatness to build empowerment for people of African descent today. “The tools that we need for our empowerment have already been given to us through the advanced culture in our heritage; most of us are just unaware of how to access and utilize those tools,” Browder says.

As Treasurer of the District of Columbia, **Lasana K. Mack** managed billions of dollars in payments, investments and municipal bonds, before launching APPEAL. He has also played key roles in several community organizational efforts over the years. Mack will be speaking on APPEAL’s new movement for economic empowerment for people of African descent through the creation of a credit union and a comprehensive economic development model and implementation plan. According to Mack, “many have been waiting for a high-quality movement to uplift our communities by building economic self-reliance, and we are serious about the business of making that happen.”

This June 7 special event also serves as a kickoff for APPEAL’s new **Financial Literacy workshop series focused on Black Community Economic Empowerment**, which includes five subsequent sessions on

important and hot topics associated with this subject matter. APPEAL has assembled an impressive team of experienced business, finance and economic development professionals to lead the workshops in this series. Details about these workshops are shown below.

APPEAL is pleased to be bringing this valuable information to the community. Consistent with APPEAL's vision to operate locally, nationally and internationally, we will be making these programs available on-line to those who join the community of APPEAL members.

APPEAL's mission is to organize and strategically utilize the vast resources of people of African descent, locally, nationally and globally, to facilitate economic empowerment and educational enrichment to produce strong, self-sufficient and prosperous communities.

One of APPEAL's important initiatives is the creation of a credit union/on-line bank, to facilitate economic self-reliance and empowerment for people of African descent. Information about this effort and how people can join and/or contribute to APPEAL can be found on our website: [www.APPEALinc.org](http://www.APPEALinc.org)

**APPEAL** Presents  
  
**"BUILDING A MOVEMENT FOR BLACK ECONOMIC EMPOWERMENT"**  
**Saturday, June 7, 2014 | 3:00 p.m. to 6:00 p.m.**  
 Union Temple Baptist Church  
 1225 W Street, SE, Washington, DC  
**Admission: FREE**

Featuring a Keynote Address and Book Signing by:

**MAGGIE ANDERSON**



- author of critically acclaimed "Our Black Year" and founder of The Empowerment Experiment, her family's historic stand to completely live off Black businesses and products for an entire year
- has appeared on CNN, MSNBC, FOX News, CBS News, BET News and other national programs speaking on the power of Buying Black and her new "conscious consumerism" movement for African American community economic empowerment

Also Featuring:

**ANTHONY BROWDER**



- internationally-renowned cultural historian, author of best sellers "From the Browder File" and "Nile Valley Contributions to Civilization", and founder and director of IKG Cultural Resources
- board member and educator with APPEAL, Inc. speaking on tapping into the power manifested in African people's historical greatness to build empowerment for us today

And Featuring:

**LASANA K. MACK**



- former City Treasurer of the District of Columbia, finance specialist and community organizer
- founder and executive director of APPEAL, Inc. speaking on APPEAL's new movement for economic empowerment through the creation of a credit union and a comprehensive economic development model and implementation plan

For further information: email [info@APPEALinc.org](mailto:info@APPEALinc.org) or call 800-711-7851

*It's About Empowerment!*  
[www.APPEALinc.org](http://www.APPEALinc.org)

**APPEAL, INC.**



Presents

**A Financial Literacy Workshop Series**

Focused on **Black Community Economic Empowerment**

\* APPEAL's Mission Targets People of African Descent for Economic Empowerment and Educational Enrichment

**June 7 Building a Movement for Black Economic Empowerment**

\* See other side of this flyer for details about the special event kicking off this series

**June 14 Gentrification**

*The Economics Behind the Changing Complexion of Urban America*

**June 21 Thriving Black Business Communities in America**

*Before Integration  
Why Did They Falter and How Can We Rebuild Community Economic Self-Reliance?*

**June 28 Black Business Development**

*Tools and Insights for Building and Maintaining Successful Businesses*

**July 12 Mastering Community Development Planning**

*Strategically Organizing Our Untapped Economic Potential and Resources*

**July 19 Our Plan**

*The APPEAL Think Tank's Economic Empowerment Model and Implementation Plan*

Those who attend all 6 sessions will receive an **APPEAL Financial Literacy Certificate!**

**10:30 a.m. to 12:30 p.m. on the Saturdays shown in red above**  
 Thurgood Marshall Center: 1816 12<sup>th</sup> St, NW, Wash, DC

Workshop Fee: FREE for First-Time Attendees  
 FREE for APPEAL Members; \$10 for all Others

Register On-Line at [www.APPEALinc.org](http://www.APPEALinc.org) or at the Door  
 For further info: email [info@APPEALinc.org](mailto:info@APPEALinc.org) or call 800-711-7851