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Boston Globe Media launches advertising initiative in partnership with Black Owned Bos.

BOSTON, July 28, 2020

Boston Globe Media announced the launch of a new initiative to raise awareness and support for local Black-owned businesses. Working with media partner, Black Owned Bos., a locally curated business directory and resource platform, the Support Black Owned campaign will provide complimentary advertising space in The Boston Globe and on Globe.com and Boston.com to Black-owned businesses in the Greater Boston area.

Eligible businesses can submit an application at Globe.com/SupportBlackOwned to provide their own ads to run in print and digital for a scheduled two-week rotation. A full list of participating businesses will be featured weekly in the Boston Sunday Globe and on both Boston Globe Media and Black Owned Bos. social media platforms.

"We are so excited to partner with Boston Globe Media on this initiative to provide a much needed resource for Black owned businesses in Boston," said Jae'da Turner, founder and managing director of Black Owned Bos. "Media and marketing are often not prioritized for many businesses, large and small, for a variety of reasons, including lack of resources or awareness of its impact. We look forward to collaborating on this campaign to demonstrate the power of marketing to reach new audiences and amplify Black owned businesses in our region."

Applications are open as of Tuesday, July 28th and the campaign does not have an official end date. Said Kazi Ahmed, VP of Integrated Marketing at Boston Globe Media, "We are hopeful that this initiative can serve as an ongoing effort to increase awareness and support for the many Black owned businesses and leaders whose services, skills, and products strengthen and empower our local communities."

The Support Black Owned initiative is also partnering with several organizations who have offered their services to assist with the creation of original ads and marketing materials, gratis, as needed. To learn more, visit Globe.com/SupportBlackOwned or contact SupportBlackOwned@globe.com.

About Boston Globe Media Partners, LLC

Boston Globe Media Partners, LLC provides news and information, entertainment, opinion and analysis through its multimedia properties. BGMP includes The Boston Globe, Globe.com, Boston.com, STAT, and Globe Direct.

About Black Owned Bos.

Black Owned Bos. officially launched in March of 2019 as a platform and resource to highlight and lift Black owned businesses, places, spaces and the people moving the culture forward in the Greater Boston area.

Website/Directory: Blackownedbos.com | **Social:** (Instagram, Twitter, Facebook) @blackownedbos

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