



Division of Thomas-McCants Media, Inc.

Serving cities in Florida, Georgia, North Carolina, South Carolina and Virginia

## STATE FARM PRESENTS THE SECOND ANNUAL VIRGINIA BLACK EXPO FACT SHEET

*Hosted by Thomas McCants Media, Inc., publishers of the Black Pages USA Directories*

- What:** An empowerment event – the largest of its kind – designed to spur economic development and expose the community to African-American owned businesses. During the one-day event, business owners and vendors will showcase their products and services to the public as well as to procurement officers from major corporations and government entities. The event will also feature seminars, workshops, celebrity guests, a health fair, youth activities and live entertainment. **Franchise opportunities and access to capital is the focus of this year's Expo.**
- Thomas-McCants Media, Inc. has successfully hosted minority business expositions in Wilmington, N.C. (nine years), Columbia, S.C. (nine years), Charleston, S.C. (seven years), and Jacksonville, Florida (four years), while attracting hundreds of exhibitors and thousands of visitors.
- When:** Saturday, August 19, 2006
- Where:** Ted Constant Convocation Center, On the Campus of Old Dominion University, Norfolk
- Time:** 11 a.m. - 7 p.m.
- Cost:** \$10 (ages 13 and up); children age 12 and under are admitted free when accompanied by a paying adult.
- Vendors:** More than 250 African-American owned businesses and other vendors ranging from small business owners to major corporations.
- NEW THIS YEAR:** **Pre-Expo concert (ticketed event) featuring national recording artists Stephanie Mills and Glenn Jones on Friday, August 18, at the L. Douglas Wilder Performing Arts Center on the campus of Norfolk State University.**
- Celebrity guest:** Earl G. Graves, nationally recognized authority on Black business development and the **founder and publisher of *Black Enterprise Magazine*.**
- Live entertainment:** To be announced. Last year's live entertainment was provided by the nationally known gospel singers, The Mississippi Mass Choir.
- Seminar topics:** Appealing to business owners and the general public, workshop topics will include franchise opportunities, risk management (business continuation), home ownership, and money management.
- Confirmed sponsors:** State Farm; Coca-Cola; Dominion Virginia Power; Towne Bank; Wachovia; Food Lion; Hampton Roads Economic Development Alliance; Genworth Financial; North Carolina Institute of Minority Economic Development; Cities of Chesapeake, Newport News, Hampton, Suffolk, Portsmouth, Virginia Beach, and Norfolk; State of Virginia/Governor Tim Kaine Department of Administration, Department of Business Assistance (SWAM), and Department of Commerce; Virginia Port Authority.

**For more information on securing an exhibitor booth or being a Black Expo sponsor, call Thomas-McCants Media, Inc. at (800) 419-2417 or visit [blackpagesusa.com](http://blackpagesusa.com).**

**For all media inquiries, contact Trio Marketing & Communications at [TrioMAC@aol.com](mailto:TrioMAC@aol.com) or (757) 289-6681.**