



PRESS RELEASE

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The Black Women's Expo Offers New Components at McCormick Place Saturday & Sunday, August 7-8, 2010 State Farm Returns as Presenting Sponsor of The Black Women's Expo

(Chicago) July 21, 2010 – The Black Women's Expo, the number one national destination event for the summer, returns to Chicago on Friday and Saturday, August 7 & 8, 2010 at McCormick Place, North Building, Hall C1. Presented by State Farm, the two-day exposition features empowering seminars, insightful workshops, enlightening speakers, bestselling authors, a variety of sponsored exhibits and pavilions, as well as live entertainment that will engage, entertain, and inform all visitors.

"There is absolutely something for everyone at The Black Women's Expo 2010," said Merry Green, founder and executive producer of the popular event now celebrating its 17th consecutive year. With a primary emphasis on the concerns and aspirations of African American women, the Expo also includes events of interest for the entire family and this year is no exception.

"The Black Women's Expo is the perfect marketplace for small to mid-sized businesses and major corporations to reach the all important African American female consumer. In today's distressed economy, it's almost an imperative for companies to reach out and touch their valued consumers at a grassroots level to expose them to their products and services. The Expo continues to provide that opportunity in an attractive marketplace setting," Green stated.

As in previous years, The Black Women's Expo features national experts in a variety of fields to address topics that are particularly important to African American women. On tap this year are seminars and workshops covering economic management, health and wellness, business ownership, male/female relationships, financial literacy, and much more.

Nationally known speakers and authors who are making their debut at the Expo include Gerry Roberts, New York Times bestselling author of *Millionaire Mindset* and Johnny Wimbrey, author of *From the Hood to Doing Good – From Adversity to Prosperity* and Big Boom, Steve Harvey's bodyguard, who will discuss his relationship books from a male's point of view. Television actress BernNadette Stanis of *Good Times* and her business partner Trent T. Daniel will present The Ultimate Personal and Business Credit seminar and Stanis will discuss her new book, *Situations 101*. Diana Gregory, Dick Gregory's daughter, will present a seminar titled *Positively Powerful Women*. In addition, Ilyasah Shabazz will discuss her book *Growing Up X: A Memoir by the Daughter of Malcolm X*.

New pavilions this year include the following:

- **Senior Lifestyle Pavilion** – An oasis style atmosphere will provide seniors with a respite area and senior advocates will provide resources and tools to help them maintain their health, remain active, and improve their quality of life.
- **Beauty Bar Pavilion** – An ideal setting to showcase hair and beauty products, beauty experts representing various national brands will provide the latest beauty information, perform beauty makeovers, field questions, and offer samples to attendees.

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Other popular activity centers slated to return include:

- **Literary Café** – A unique and engaging pavilion, the Literary Café will house the Expo's onsite bookstore for book signings and book sales by celebrity authors participating in a variety of seminars and workshops. Attendees will get to meet and greet authors such as Kimberla Lawson Roby and will be encouraged to browse, relax, and purchase books by a host of popular African American authors.
- **Kidz Korner** – This welcoming place for mothers and their children is called the "Kidz Korner." There will be interactive games, exercise and play, storytelling, and books to keep the young ones entertained..
- **Health and Wellness Pavilion** – This important pavilion allows attendees to receive medical screenings such as blood pressure readings and diabetes testing as well as health information provided by various health professionals. Sponsored by CVS Pharmacy and University of Chicago Medical Center, the Health and Wellness Pavilion will include a new component – the Fit & Fabulous Pavilion – that features a nutritionist, chef, physician, and hairstylist to help attendees take control of their weight and health by providing information on developing healthier eating habits, becoming more physically active, cooking lightly, and maintaining one's hair while exercising. UC Medical Center will also provide exercise experts to demonstrate yoga, Pilates, aerobics, and weight training on the Fit & Fabulous performance stage.

To assist those attendees seeking full or part-time employment, the Expo is sponsoring a **Job Fair** that will present some of the city's most respected employers in a variety of industries. In addition to providing preliminary interviews, employer sponsors will host seminars in the areas of image consulting, resume writing, and reinventing oneself in a changing job market. Attendees are encouraged to bring copies of their resumes for review.

Every year, the Expo presents a youth-oriented summit to stimulate dialogue and address issues of concern to youth. This year's summit is titled **Violence Prevention Summit for Girls**. A full day summit, the goal is to assist the Chicago Public Schools in its outreach to at-risk teen girls in an effort to steer them away from engaging in acts of violence or becoming victims of violence.

Many local non-profit organizations as well as city, county, and state agencies will also participate in the Expo and present their services and products to consumers. Information will be available on a wide range of subjects to assist consumers in their daily lives.

Exploring the dynamics of male/female relationships has proven to be one of the most popular seminar series in the Expo's history. This year will be no exception as Emilie McKendall, host of Emilie and Friends on WVON Radio, moderates part 2 of No More Drama: Real Talk From Real Men About Life and Love. Emilie McKendall presented part 1 of this seminar in May at a local venue with six prominent males on the panel. The female response was overwhelming. Part 2 promises to be more interactive, more dynamic, and more insightful. McKendall will broadcast live from the Expo on Saturday from 1:00 to 4:00 p.m.

Also broadcasting live will be MC Lyte who brings her Mocha Café syndicated radio show to the Expo. Mocha Café show regulars Loni Love and Angelique Perrin will join Lyte. Sheila Coates, a branding expert and author of *Be Your Own Brand*, will be a guest on the show.

Live entertainment will be presented on several stages throughout the Expo. Rapper MC Lyte will move from her broadcast booth to the performance stage and gospel powerhouse Kim Burrell who will host the Gospel Talent Search finals will also entertain the audience. Additional main stage performances will be presented in dance, a poetry slam/spoken word segment, and a fashion show hosted by Macy's. The Best Unsigned Talent Show will showcase local talent and round out the entertainment.

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The Film, Screenwriters, and Television Seminar will present Ernest Thomas who played "Rog" on television's long-running sitcom *What's Happening*, Cynda Williams who starred in the film *Mo Better Blues*, Derrick Roberts, producer of the hit documentary *America the Beautiful*, music producers Dunn Pearson, Jr. who has penned scores for television's *New York Undercover* and the films *Get Off The Bus* and *Malcolm X*, and Roderick Plummer who teaches at Columbia College Chicago and produces music for various HBO films. The seminar will provide first-hand industry information to aspiring filmmakers.

Popular businesswoman and radio/television personality Catherine (Cathy) L. Hughes – founder, chairman, and secretary of Radio One – will deliver the keynote address during The Phenomenal Woman Awards Gala. The awards program continues its legacy of honoring ten Chicago area women for contributions in their specific fields of endeavor and for their community involvement. The Phenomenal Woman Awards will be presented during the annual Gala on Friday, August 7, in the Hyatt Regency Hotel's Crystal Ballroom beginning at 6:30 p.m.

Craig Gilmore, regional director of Multi-cultural Markets for State Farm, has been a long time supporter of The Black Women's Expo. "Every year the Expo leadership makes a concerted effort to improve on the previous year and to reach out to a larger pool of African American women. The diversity of this year's offerings will lay the foundation for additional connections between consumers and businesses," said Gilmore. "This is an Expo not to be missed."

For additional information on The Black Women's Expo, including schedules for seminars and performances, visit www.theblackwomensexpo.com or call 312-243-3554.

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