



## FOR IMMEDIATE RELEASE

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## FIRST ANNUAL BUY BLACK DOWNTOWN MACON TOUR TO TAKE PLACE SATURDAY, DECEMBER 12

Macon, GA -NewTown Macon, One World Link, Ambitious Graphics, and BLUXE Beauty Bar & Salon are providing an opportunity for the public to learn about black-owned businesses in the downtown Macon area. On Saturday, December 12, the public is invited to take a free self-guided tour of black-owned businesses in downtown Macon. Tour-goers can pick up a tour map that includes 20 stops between 2:00pm and 5:00pm from Ambitious Graphics (584 Poplar Street). This first annual tour will be self-guided so that participants can take the tour at their own pace and maintain a safe distance.

"I want to ensure that everyone in the Macon-Bibb community is aware of the businesses that are black-owned downtown, including anyone outside of the African American community looking to support those businesses," said Wayne Woodard, co-owner of [Ambitious Graphics](#). "This event will allow these businesses to not only showcase their products and services, but also increase their revenue and clientele."

Downtown Macon boasts 32 retailers, 52 restaurants, 6 art galleries, 33 bars and entertainment venues, and 5 historic theaters. All are locally owned and operated. Of those establishments, 7 retailers, 4 bar and entertainment venues, 1 historic theater, and 1 art gallery are black owned, making up only 10% of businesses in those categories.

When you shop local, you're supporting your fellow community members. For every \$100 spent with a locally owned business, \$68 stays in the community. Purchasing any item at a local black-owned business not only supports Black American businesses during this unprecedented time, but it is also an investment in the Macon-Bibb community.

"One World Link aims to encourage systemic change in Macon-Bibb County by using and promoting local resources," said Nancy Cleveland, Program Manager for Atlanta-based nonprofit [One World Link](#). "This Buy Black Downtown Macon Business Tour epitomizes the type of work we wish to accomplish and provides a great opportunity to further our mission locally."

Following the tour, a networking reception and panel discussion featuring downtown business owners will take place at Crave Scratch Kitchen (347 Cotton Avenue) from 5:00pm to 7:00pm. Featured panelists include Cierra Johnson of Say Yes 2 the Address, Anissa Jones of Total Health Chiropractic, Brandi Smith of BLUXE Beauty Bar & Salon, Solomon Sands of Global Sole, and Wayne Woodard of Ambitious Graphics. Bethany Rogers with NewTown Macon will also speak about the resources NewTown Macon offers to new and existing downtown business owners.

"At NewTown Macon, we are committed to providing resources and programming to diversify both our business ownership and our customer base," said Bethany Rogers, Director of

Business and Real Estate Development. "By supporting more Black-owned businesses and getting more of our residents out shopping and enjoying downtown, we not only create a more vibrant and dynamic urban core, we also generate a greater economic impact, which has lasting positive effects for our community."

Tour-goers who wish to attend the panel and speaker event should arrive at Crave Scratch by 5:45pm. Due to COVID-19, seating will be limited. Please register in advance for the reception and panel on Eventbrite: <https://bit.ly/BuyBlackMacon2020>

Per local mandate, masks and social distancing are required at all times when participating in the tour and reception.

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#### **About NewTown Macon**

For over 20 years, NewTown Macon has led the revitalization efforts of downtown Macon. NewTown's mission is to attract, leverage, and invest in self-sustaining transformation with the vision of a vibrant and authentic city experience unparalleled in the South. For more information, please visit [www.newtownmacon.com](http://www.newtownmacon.com). NewTown Macon's headquarters is located at 555 Poplar Street, Macon, GA 31201 and can be reached at (478) 722-9909.

#### **One World Link**

One World Link is a non-profit organization focused on bringing the world together, one community at a time. Our mission is to encourage social and systemic change to communities across the world by using local resources and promoting community responsibility. Learn more about our work, programs and collaborations at [oneworldlink.org](http://oneworldlink.org).

#### **Ambitious Graphics**

Ambitious Graphics is an apparel company that offers superior design, quality and value to our clients. Our mission is to elevate established businesses and brands to new heights as well as help start new ventures. Call or visit us today for your design needs! We are located at 584 Poplar Street and can be reached at 478-216-8725.

#### **BLUXE Beauty Bar & Salon**

BLUXE Beauty Bar & Salon ensures clients leave with a finished and satisfied product with a lasting impression of their services rendered. The salon carries its own cosmetics line of products, sales quality hair and additional beauty products. You can like and follow BLUXE on social media at IG: IAMBRANDIV, IG: bluxebeautybar, Facebook: IAMBRANDIV Makeup Artistry, and Facebook: Bluxe Beauty Bar and Salon. To book an appointment or to learn more, please visit [www.bluxebeautybar.com](http://www.bluxebeautybar.com) or call 478-419-3618. We are located at 582 Poplar Street.

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