

BLACK HISTORY MONTH

FEBRUARY

Black History Month, or National African American History Month, is an annual celebration of achievements by Black Americans and a time for recognizing the central role of African Americans in U.S. history.

HISTORY

In September 1915, the Harvard-trained historian Carter G. Woodson and the prominent minister Jesse E. Moorland founded the Association for the Study of Negro Life and History (ASNLH), an organization dedicated to researching and promoting achievements by Black Americans and other peoples of African descent. Known today as the Association for the Study of African American Life and History (ASALH), the group sponsored a national "Negro History Week" in 1926, choosing the second week of February to coincide with the birthdays of Abraham Lincoln and Frederick Douglass.

By the late 1960s, negro history week had evolved into Black history month on many college campuses. President Gerald R. Ford officially recognized Black history month in 1976. Since then, every U.S. President has officially designated the month of February as Black history month and endorsed a specific theme. The theme for 2022 is "Black health and wellness." Other countries around the world, including Canada and the United Kingdom, also devote a month to celebrating Black history.

KEY EVENTS AND FIGURES

To do justice to Black History Month, it's helpful to be familiar with this rich history. Click [here](#) to view more resources.



ACTIVATION SUGGESTIONS

1. 10% of proceeds go to a Black charity of restaurant's choice
2. Support Black-owned businesses as vendors (ex: retail from Black-owned businesses)
3. Partner with Black organizations
4. Recognize Black leaders within corporate leadership teams
5. Showcase music from famous Black artists in restaurant
6. Host a Black history trivia event
7. Word search or crossword puzzle for kids menus on Black history
8. Incorporate quotes from prominent Black leaders
9. Create a Customer Engagement Board with "My Favorite Thing about Black History Month" topic (bulletin board at entrance with customer notes)



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