ONE WOMAN IS ON A MISSION TO REVOLUTIONIZE THE BUY BLACK ECONOMICS MOVEMENT AND CREATE 2 MILLION JOBS

NATIONWIDE, USA, January 21, 2016 – It has been said that necessity is the mother of invention. Thus, in an era where a sizable number of black people throughout the United States are being laid off—tossed to and fro by the winds of economic uncertainty—an innovative group of young, creative, and energetic Africans have emerged to help liberate the black community in America; particularly from the shackles of economic hardship, chronic unemployment, and despair.

Powered by ‘Buy Black Economics,’ this new movement is associated with the hash tags #2MillionJobs and #EachAndEveryFriday. This dynamic initiative aims to eliminate unemployment by the year 2017, specifically through the creation of two million jobs for black workers.
The creator of this venerable movement (i.e., LYNN) states, “We are the bridge between ideas and execution, and we are singularly focused upon growing our own economy. Each and every Friday, we are asking people to spend $20 with local and/or online black businesses.”

LYNN adds, “Statistics show that we currently have slightly over 2 million black businesses in America, and 1.9 million unemployed African American workers. If we consciously spend with these businesses for 24 to 48 months, then we will collectively generate enough capital to hire all of the people within our community who are currently unemployed.”

Joining this movement is as easy as ABC! Follow the three steps below to get involved:

- Like Buy Black Economics’ Facebook page at www.web.facebook.com/bbeconomics
- Businesses and/or community members take the pledge at www.2millionjobs.com
- Share this campaign by tagging two of your friends

David, one of the inaugural members of the 2 Million Jobs Movement remarks, “Since starting ‘Each and Every Friday,’ I feel uncomfortable spending money anywhere else. In fact, I sincerely believe that if 45 million of us (i.e., black people) commit to intentionally spending $20 with black businesses—merely once a week—we will reduce unemployment drastically in our communities....”

Interested community members and/or business owners can sign up for a list of businesses near you to support on the movement’s website, or by sending a text at #2MillionJobs to 913.4BUYBLK on your mobile device.

**About Buy Black Economics**

“Buy Black Economics’ community initiatives involve the locating and allocation of limited resources (e.g., land, labor, capital, and entrepreneurship) in a way that has a positive effect on the level of business activity, sustainable employment, economic stimulus, and fiscal solvency within predominantly black communities. Therefore, Buy Black Economics is strongly committed to the creation of wealth in which our communities benefit.”

To learn more about Buy Black Economics visit: www.2millionjobs.com.

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