



**VISIT
PHILADELPHIA®**

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PHILADELPHIA DECLARES FRIDAYS IN DECEMBER “SHOP BLACK BUSINESS FRIDAY”
*Philadelphia City Council Issues Resolution To Encourage Shopping At
Philadelphia Black-Owned Businesses, Disproportionately At Risk For Closure*

PHILADELPHIA, December 3, 2020 – In Philadelphia City Council, Majority Leader Cherelle Parker today introduced a resolution to declare each Friday in December of 2020 “**Shop Black Business Friday.**” With Black-owned businesses closing at nearly twice the rate of other businesses nationally, the promotional push is intended to help spark consumer sales and support the jobs, revenue and economic impact generated by businesses that are community anchors throughout Philadelphia, including in many historically disadvantaged neighborhoods. The resolution comes in conjunction with VISIT PHILADELPHIA’s just-launched Black- and Brown-owned business initiative.

Councilwoman Parker says, “‘Shop Black Business Friday’ was born from the recognition that Black culture runs deep in Philadelphia. Black- and Brown-owned businesses contribute greatly to the fabric of our city, despite long-existing barriers entrepreneurs of color have faced in opening, operating and growing their businesses.”

The “Shop Black Business Friday” resolution is issued in collaboration with VISIT PHILADELPHIA. The destination marketing organization’s website, visitphilly.com, highlights more than 130 Black- and Brown-owned businesses, making it one of the most comprehensive roundups in the region. Last week, the organization launched a year-long marketing initiative to showcase and support the growth of Black- and Brown-owned businesses in Greater Philadelphia. Details on the campaign are [here](#).

VISIT PHILADELPHIA® is our name and our mission. As the region’s official tourism marketing agency, we build Greater Philadelphia’s image, drive visitation and boost the economy.

On Greater Philadelphia’s official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets. 6th & Market Streets, (800) 537-7676

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.