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**NATIONWIDE BLACK BUSINESS DIRECTORY LAUNCHED ON JUNETEENTH IN  
RESPONSE TO CALLS TO END SYSTEMIC RACISM**

***SHOP BLACK (www.shopblack.io) highlights Black entrepreneurial excellence and provides an easy path to support and invest in Black-owned businesses.***

**CHICAGO (June 19, 2020)** — “SHOP BLACK” (www.shopblack.io), a national online Black business directory, launched today as a concrete and actionable response to the growing outcry to dismantle systemic racism and empower the Black community. It is supported by SellSwipe and YWCA Metropolitan Chicago. The SHOP BLACK directory currently hosts over 8,000 Black-owned businesses from across the United States, covering a range of businesses including retail, restaurants, and service providers. The launch of SHOP BLACK is part of a broader initiative to strengthen Black business infrastructure and Black communities overall economic health.

“Historical economic disenfranchisement of the Black community – especially the tragic destruction of Black businesses – is directly linked to the wealth gap and other disparities that disproportionately impact the Black community,” said David Facey, CEO of SellSwipe. “SHOP BLACK is an accessible form of activism and an important way to shift the paradigm by making it easy for consumers and investors to identify Black-owned businesses to support.”

Besides increasing visibility for Black-owned businesses, SHOP BLACK wants to help them evolve. Last Cyber Monday, Sell Swipe and YWCA Metropolitan Chicago announced a partnership to help support brick and mortar businesses reach local shoppers. During those efforts, it quickly became apparent that local businesses in minority communities struggle disproportionately compared to their counterparts. “There is a noticeable disparity in resources available,” said David Jones II, CMO of SellSwipe. “We’ve come to realize that Black businesses need a new framework - one that isn’t a simple technological solution. This framework has to be open-sourced and entirely inclusive, so that no one gets left behind. It’s fostering this kind of participatory culture between shoppers, business owners, thought leaders, and other community stakeholders that will lead to strong, sustainable businesses.”

“SHOP BLACK aligns with YWCA’s vision of building a marketplace where everyone can thrive,” said Dorri McWhorter, CEO of YWCA Metropolitan Chicago, “We know that small, communityowned Black businesses play a critical role in the revitalization of our entire

community, which has been systemically shut out of the economic mainstream. SHOP BLACK is not meant to be just another “feel good” opportunity. It can catalyze community redevelopment and build the economically vibrant and sustainable Black community that our forebears dreamed about.”

In the coming weeks, businesses will be able to claim their listings and add relevant information for shoppers and investors. “Deeper cognitive changes and new policies are needed to ensure Black businesses thrive in the future, and we’re focused on doing our part to realize a world where shopping Black isn’t a trend but the status quo,” - David Facey, CEO of SellSwipe

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### **About SellSwipe**

SellSwipe was founded in 2015 after their CEO, David Facey, wanted to buy flowers for his date that evening. He looked on his phone for a florist, but couldn’t find one near him. However, the moment he walked out of his office, he noticed a florist right across the street. As a shopper who relied on his phone for everything, the experience left him with more questions than answers. Why didn’t he notice that shop on his daily walk to work? Why didn’t it appear on his phone when he was right next to it? The answers to those questions would lead to the formation of SellSwipe. Despite the fact that locally owned businesses form the backbone of any community, many struggle to compete and grow as shoppers increasingly turn to the internet to make purchasing decisions. Most local businesses don’t have the resources they need to keep up and innovate on the experience they provide shoppers. SellSwipe’s mission is to leverage technology and data to simplify marketing for locally owned businesses so they can focus on what makes them great like their authenticity, uniqueness, and customer service. These values create relationships that reward businesses with repeat business and word of mouth marketing. SellSwipe wants to take these relationships to new heights by empowering shoppers with a platform that helps them buy local. Visit [www.sellswipe.com](http://www.sellswipe.com) to learn more today.

### **About YWCA Metropolitan Chicago**

Founded in 1876, YWCA Metropolitan Chicago is a social enterprise committed to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. As a leading association among a national network of more than 200 YWCAs, YWCA Metropolitan Chicago impacts tens of thousands of women and families annually through comprehensive human services provided across the region. YWCA Metropolitan Chicago is a leading service provider in the areas of sexual violence support services, early childhood and child care provider services, family support services, youth STEM programming, and economic empowerment services. Located in the third-largest American city with the third-highest percentage of women in the U.S., YWCA Metropolitan Chicago serves as a national incubator for innovative programming, outreach and engagement strategies. Contributing to our diverse and balanced economy, YWCA Metropolitan Chicago is working at the individual and systems levels to create an inclusive marketplace where everyone thrives. The organization is also an active member of many national, state, county and city-level coalitions, representing the interests of and advocating for policies that positively affect women and families. Learn more at [www.ywcachicago.org](http://www.ywcachicago.org) or follow [@ywcachicago](https://twitter.com/ywcachicago).