



OneUnited
BANK

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ONEUNITED BANK AND HBCU PRIDE NATION ANNOUNCE SOCIAL AND DIGITAL MEDIA CAMPAIGN PARTNERSHIP

Boston, MA – March 25, 2016 – OneUnited Bank, the largest Black-owned bank in the country, and HBCU Pride Nation - the premier HBCU marketing and media company - proudly announce their partnership to increase financial literacy and deposits into Black-owned banks via social and digital media.

This partnership will allow the two organizations to collectively create powerful and engaging social media marketing campaigns aligned with both organizations' missions to encourage Black economic growth within the communities they serve, starting with the #BlackTransferChallenge.

HBCU Wall Street, a subsidiary of HBCU Pride Nation, has partnered with OneUnited on the initial campaign activation. This phase focused on educating the social community regarding the existence of Black-owned banks in America and the benefits of reinvesting the community's dollars into Black-owned financial institutions. The education and awareness of Black-owned banks sparked a viral trend which both groups look to expand upon in the coming months.

Through the use of social channels like Facebook, Twitter, Instagram and a co-branded web presence, both groups look to raise awareness and engagement with their combined vast social audiences. The goal is to reach and activate new members within the Black community, especially the HBCU audience, and to inject much needed revenue and financial literacy into the community.

Learn more about the #BlackTransferChallenge <http://hbcupridenation.com/oneunitedbank/>

Media Contact: Mia Bell, Director of Communications – HBCU Pride Nation - (215) 421-1200

Engage with OneUnited Bank, HBCU Pride Nation and HBCU Wall Street on social.

OneUnited Bank - Twitter: @ONEUNITED, Facebook: Facebook.com/OneUnitedBank

HBCU Pride Nation – Twitter and Instagram: @HBCUPRIDENATION @HBCUWALLSTREET, Facebook: Facebook.com/HBCUPRIDENATION and Facebook.com/HBCUWALLSTREET

OneUnited Bank is the premiere bank for urban communities with offices in California, Florida, and Massachusetts. Its mission is to provide affordable financial services to support economic development in urban communities and maintain superior financial performance to maximize shareholder value.

HBCU Pride Nation is a Black-owned entity headquartered in Charlotte, NC that promotes the significance, historical relevance and unity of HBCUs to increase international positive awareness and enrollment of our institutions. They focus on edifying the lives of prospective students by bridging the gap between HBCU institutions, current student bodies, alumni, and the communities in which they live. Their mission is achieved through the effectual use of social media, strategic campus relations, digital marketing, innovative event planning and media production.

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