



OneUnited
BANK

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ONEUNITED BANK HOSTS #BANKBLACK MIAMI TO EMPOWER SOUTH FLORIDIANS TO MOVE THEIR MONEY IN RESPONSE NATIONAL OUTCRY

July 30TH from 1 – 4 pm over 1,000 people are expected @ Liberty City branch to move their money

Miami, FL – July 20, 2016 – OneUnited Bank, the largest Black owned bank in America and the [first Black internet bank](#), is launching the national #BankBlack Challenge, designed to harness the economic power of the Black community focused on one clear financial message that #BlackMoneyMatters. **On Saturday July 30th 2016**, OneUnited Bank will partner with The Miami Dade Chamber of Commerce, The Young Professionals Network, Black Professionals Summit, HOT 105 Radio and other community organizations, to host a first-time account opening event at the OneUnited Bank’s Liberty City branch (**3275 N.W. 79th Street, Miami, FL. 33147**). The event is OPEN TO THE PUBLIC!

In recent weeks America’s Black community has galvanized via social media, Black media and word of mouth, answering the call for a show of economic force by moving their money from traditional banks to Black owned banks, like OneUnited Bank. The #BankBlack movement intensified when [Rapper Killer Mike](#) implored the Black community to deploy “a portion” of its financial resources to make a tangible difference during a town hall meeting on BET and MTV. Other celebrities such as [Solange](#), [Jessie Williams](#), [Alicia Keys](#), [Beyonce](#), [Queen Latifah](#), and more have joined the conversation urging Black Americans to move their money to Black owned banks. Since then, OneUnited has seen a sharp influx in web traffic and new accounts, with over \$3 million deposited since this call to action.

With over 1,000 people expected to attend, the #BankBlack Miami event is planned as a positive and exciting opportunity for Miami’s urban community to participate in the nationwide push to #BankBlack. The event will feature food trucks, free giveaways, spoken word by Darius Daughtrey a personal meet-and-greet with the owner of OneUnited Bank, [Teri Williams](#), and engaging fellowship around the #blackmoneymatters movement.

“If 1 million people opened a \$100 savings account in a Black owned bank, we would move \$100 million! That’s real economic power,” states **Teri Williams, President & COO of OneUnited Bank**. “It is critical for the Black community to utilize our \$1.2 trillion in annual spending power to create jobs and build wealth in our community.”

For more information about OneUnited Bank, the #BankBlack Challenge and the July 30th, 2016 event in Miami, please visit www.oneunited.com/BankBlackMiami or email lashannon@oneunited.com. Follow us on Facebook: www.facebook.com/oneunitedbank ; Twitter: [@oneunited](https://twitter.com/oneunited) #BANKBLACK

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ONEUNITED BANK:

OneUnited Bank is the premier bank for urban communities, the largest Black-owned bank, the first Black internet bank and a Community Development Financial Institution (CDFI). Its mission is to provide affordable financial services to support economic development in urban communities and maintain superior financial performance to maximize shareholder value. OneUnited is an FDIC insured bank and an equal housing lender.

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