



OneUnited
BANK

For more information contact:
Suzan McDowell
Circle of One Marketing

(305) 576-3790 or suzan@circleofonemarketing.com

**ONEUNITED BANK PRESENTS PLAN TO CREATE REAL, UNPARALLELED
ECONOMIC POWER IN BLACK AMERICA**

"Make Black History Now Sends Economic Message to 30 Million Black Americans"

Boston, MA - January 31, 2018 – OneUnited Bank, the largest Black owned bank in the country, presents **Make Black History Now**, a plan for 30 million Black Americans to use the internet to organize their \$1.2 trillion in annual spending power to build wealth and protect the Black community. This year, OneUnited Bank encourages Black America to #MakeBlackHistory now instead of just celebrating Black history.

The **#MakeBlackHistory Plan** will create tens of thousands of new Black millionaires, hundreds of thousands of new Black businesses and over one million new jobs in the Black community. **OneUnited President & COO, Teri Williams** explains “We are at a unique point in history when the internet allows us to organize our money at a scale and speed never seen before.” She continues, “Hands down, this is the best time to build generational, personal and community wealth by using technology and expanding financial literacy.”

The world over is witnessing a global awakening as people “take a knee” to protest injustice. And America’s Black community is re-focusing its attention on the “Black economic empowerment” messages espoused by historic Black leaders such as **Booker T. Washington, Martin Luther King Jr. and Malcolm X**. In 2018, OneUnited Bank encourages the Black community to invest in technology and provide financial literacy to children and adults alike in order to effectively re-channel its \$1.2 trillion in annual spending back into the Black community – to #BankBlack and #BuyBlack – to create long-lasting change and make the dreams of civil rights leaders become reality.

OneUnited Bank invites everyone to join the millions who #BuyBlack and #BankBlack by visiting www.oneunited.com.

For more information on the Make Black History Now Plan, go to www.oneunited.com/makeblackhistorynow

Media Contact:

Suzan McDowell, Circle of One Marketing, suzan@circleofonemarketing.com, 305-576-3790

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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OneUnited Bank
3683 Crenshaw Blvd.
Los Angeles, CA 90016
Phone: (323) 290-4848
Fax: (323) 293-7746
Web Site:
www.oneunited.com

OneUnited Bank
100 Franklin St.
Boston, MA 02110
Phone: (617) 457-4400
Fax: (617) 457-4430
Web Site:
www.oneunited.com

OneUnited Bank
3275 NW 79th Street
Miami, FL 33147
Phone: (305) 696-0700
Fax: (305) 694-2270
Web Site:
www.oneunited.com



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