



OneUnited
BANK

For more information contact:
Suzan McDowell
Circle of One Marketing

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

ONEUNITED BANK UNVEILS “TAKE A KNEE” CAMPAIGN

9-Week Giveback Campaign to Support Social Justice

Miami, FL (October 25, 2018) – In an unprecedented move, OneUnited Bank, the largest Black owned bank in America, unveils the “Take A Knee” Campaign with a stunning masterpiece, *Last Man Standing*, by internationally acclaimed artist [Addonis Parker](#). The protest art evokes the importance and burden of activism in America, featuring three football players kneeling during the national anthem. The Take A Knee Campaign is a nod to the national #TakeAKnee movement started by [Colin Kaepernick](#) and followed by over 180 football players including [Eric Reid](#) and [Kenny Stills](#) in which they refused to stand during the national anthem and instead took a knee in silent protest of police shootings of unarmed Black people and the need for criminal justice reform.

OneUnited Bank unveils *Last Man Standing* and the #TakeAKnee Campaign to take the #BankBlack and #BuyBlack Movement to the next level. The Bank will donate to the American Civil Liberties Union or [ACLU](#) and to [BMe Community](#), in honor of [Leon Ford](#), a BMe Community Genius who is a survivor of police brutality, for each new customer that opens a checking account between October 25, 2018 and December 31, 2018. The Bank will also extend an invitation to all OneUnited Bank customers to become a member of the ACLU and donate to BMe Community.

“Throughout history, art has been used to raise awareness about social issues and affect positive change. We are honored to unveil “*Last Man Standing*” and support the ACLU and BMe Community as we continue to support the #BankBlack and #BuyBlack Movement and advocate for social justice,” says **Teri Williams, President & COO of OneUnited Bank.**

OneUnited Bank will make a \$25,000 minimum contribution to each organization. For more information on how to participate in the Take a Knee Campaign visit www.oneunited.com/takeaknee.

Media Inquiries: Suzan McDowell, Circle of One Marketing, suzan@circleofonemarketing.com, 305-576-3790 or 305-490-9145

OneUnited Bank

OneUnited Bank (www.oneunited.com), a Minority Depository Institution (MDI) and a Community Development Financial Institution (CDFI), is a ten time recipient of the U.S. Department of Treasury’s Bank Enterprise Award due to its community development lending. Its mission is to be the premier bank serving urban communities by promoting financial literacy and offering affordable financial services. OneUnited has grown through a combination of organic growth and by acquiring community banks that share its mission, including Boston Bank of Commerce in Boston, Massachusetts, Founders National Bank and Family Savings Bank in Los Angeles, California, and Peoples National Bank of Commerce in Miami, Florida.

American Civil Liberties Union (ACLU)

The ACLU (www.aclu.org) is our nation’s guardian of liberty, working daily in courts, legislatures and communities to defend and preserve the individual rights and liberties guaranteed to all people in this country by the Constitution and laws of the United States. Since its founding in 1920, the nonprofit, nonpartisan ACLU has grown from a roomful of civil liberties activists to an organization of over 1.84 million members, with offices in almost every state. The ACLU fights to end mass incarceration, obtain voting rights for returning citizens and reform the criminal justice system and other social justice issues.

BMe Community

BMe Community (www.BMecommunity.org) is a network of innovators, leaders, and champions who invest in aspiring communities. Headquartered in Miami, Florida, BMe has satellite offices in Akron, Baltimore, Detroit, Louisville, Philadelphia, and Pittsburgh. BMe Community has earned 67 prestigious awards for innovation, storytelling and social impact. Its 4-part model is: Asset Framing, Genius Fellows, Community Builders and Story Sharing to its 40,000 subscribers. OneUnited Bank will give to BMe Community in honor of [Leon Ford](#), a BMe Community Genius who is a survivor of police brutality.

###

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



MEMBER FDIC