



## Harlem Business Alliance's 35th Anniversary Awards Celebration to Commemorate Black Businesses with Honorees Lisa Price and Marcus Samuelsson on March 29th at MIST Harlem

Additional Honorees Include Errol Lewis, Louis Johnson Jr, Rhys Powell and Carra Wallace

### FOR IMMEDIATE RELEASE

**New York, NY (March 18, 2016)** - On Tuesday, March 29, 2016 Harlem Business Alliance (HBA), a New York City nonprofit that services Harlem-based prospective and current business owners, will host their 35th Anniversary Awards Celebration at MIST Harlem at 46 West 116th Street from 7pm - 10pm. In this ceremonious year HBA will honor the inimitable Black business owners and community leaders Red Rooster & Streetbird NYC restaurateur **Marcus Samuelsson** (*Business Person Award*), NYC Comptroller's Chief Diversity Officer **Carra Wallace** (*Government Service Award*), journalist at NY1 & CNN **Errol Louis** (*Percy E. Sutton Award*), Carol's Daughter founder **Lisa Price** (*Entrepreneur of the Year Award*), Red Rabbit founder **Rhys Powell** (*Chairman's Award*) and Harlem Haberdashery co-owner **Louis Johnson Jr.** (*Community Service Award*).

HBA client Ginjan, an organic juice company, will be paired with event sponsor, Barefoot Wine and Bubbly to kick off the evening with a curated sparkling wine cocktail. HBA client Mere Viola's is the official dessert purveyor for the evening. "The journey over the past 35 years has been extraordinary. When I think about the people who approach us with a business idea and then see their businesses scale as a result of our mission, I'm elated. It just inspires us to continue and do even more for the community. We have ambitious plans for the future. The world comes to Harlem and we are bringing Harlem to the world." says Regina Smith, HBA Executive Director.

HBA believes "*local businesses create better communities*" which lead them to this year's theme: **Black Business Matters**. Founded in 1980, the Harlem Business Alliance has been an organization supporting the formation and growth of many Black-owned businesses founded and operated in Harlem, NY. As a staunch advocate for preserving the historical knowledge and relevancy of Black business in Harlem through service and visibility, honoring the past with the present was a seamless decision. In their own ways this year's honorees are dedicated to the future of Harlem by being present in its growth. Chef Marcus Samuelsson owns and operates two restaurants in the community, Lisa Price provides organic beauty to Harlem residents with the Carol's Daughter flagship store, Errol Louis reports on our community with integrity and truth, Carra Wallace aggressively represents our community's needs at the NYC Comptroller's Office, Louis Johnson Jr. "takes care of Harlem" through his philanthropic work in the community and Rhys Powell provides healthy lunch options from his Harlem headquarters for our neighborhood school children.

Celebrating 35 years of service is no small fete. Over the past three and a half decades HBA has provided 12,000+ hours of intensive business counseling 1-on-1 sessions, served 6,000+ individuals with its programs & services, facilitated 1,200+ cutting-edge workshops and delivered to 9,000 aspiring entrepreneurs. Sponsors commemorating HBA's dedication to service are host venue MIST Harlem, Barefoot Wine & Bubbly, New York City School Construction Authority (SCA), the Upper Manhattan Empowerment Zone (UMEZ), Con Edison and UPS.

Ticket prices are \$225.00 before March 28th or \$250.00 at the time of the event. There are still [sponsorship opportunities](#) for those interested.

For information and to purchase tickets please visit: [hba35thanniversary.splashthat.com](http://hba35thanniversary.splashthat.com)

Press Check-In: 6pm

Photos & Confirmed Interviews: 7pm - 8pm

#### **Contact:**

##### *General & Sponsorship Inquiries*

Regina Smith

Executive Director, HBA

[212.665.7010](tel:212.665.7010)

[rsmith@hbany.org](mailto:rsmith@hbany.org)

##### *Media Inquiries*

Dariana Colon-Bibb

Rebelle Agency

[404.913.6151](tel:404.913.6151)

[dariana@therebelleagency.com](mailto:dariana@therebelleagency.com)

###