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Announcements

Nakisa Glover [nakisa.glover@gmail.com]

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Sent: Tuesday, January 30, 2018 10:03 AM
To: Steve Johnston
Attachments: Colorful TOBWE.jpg (77 KB)

Flyer Attached

The Official Blackest Weekend Ever and Black Panther Premiere

Black Panther will EASILY be one of the biggest blockbusters for 2018 and MOSAIC LIVE is taking part in this monumental moment by creating **THE OFFICIAL BLACKEST WEEKEND EVER!!** Our company has reserved 2 private screenings and an advanced screening at a local theater here in Charlotte. Along with that, we have created an entire experience around the movie. During **THE OFFICIAL BLACKEST WEEKEND EVER** we will be celebrating the movie, our culture, and our community. We are capitalizing off of the synergy that this movie is creating by celebrating and using this weekend as a platform to begin addressing some of the issues that plague our community in a meaningful and impactful way.

We have created a website www.TheOfficialBlackestWeekendEver.com which outlines the entire weekend. We will have a vendor fair called the **One Stop Wakanda Shop** which will feature 20 – 30 vendors, an official guide that will have discounts from some of the Black owned businesses, as well we have "delegation meetings" in the form of forums, day parties, exhibition games, and even a good ol' fish fry. As you can see we are celebrating and edifying our community at the same time.

Sponsorship, vendor, and partner opportunities are still available. Together we look to make **THE OFFICIAL BLACKEST WEEKEND EVER** just as monumental as the release of BLACK PANTHER. We have reached over 500,000 people on social media and as a result we have over 1000 people who say they are coming and over 13,000 who say they are interested. With our upcoming marketing campaign we are sure that we will reach at least 1 million unique individuals via print and digital marketing.

Please email us at mosaicliveclt@gmail.com or call 704.412.1353 for more information.

Event Links

- [The Blackest Weekend Ever Facebook Event](#)
- [The Blackest Weekend Ever Eventbrite Link](#)
- www.theofficialblackestweekendever.com

What Are People Saying About Black Panther

- [The 15 Blackest Things About the New Trailer for Black Panther](#) - Very Smart Brothas, The Root
- [Sh!+ Bougie Black People Love: 34. Making and Sharing Their Plans for the Black Panther Premiere](#) - Very Smart Brothas, The Root
- ['Black Panther' Movie Could Unite The Country Says Star Lupita Nyong'o](#) - NewsWeek
- [Black Superheroes Matter: Why a 'Black Panther' Movie Is Revolutionary](#) - Rolling Stone
- [Black Panther movie a watershed moment](#) - South Bend Tribune
- [Black Panther's comic book history unfolds in new behind-the-scenes video](#) - Entertainment Weekly

Nakisa Glover



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