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### **Black Marketers Coalition Announce Creation of National Black Marketers Day**

Marketers play an integral role in helping companies engage their audiences and build strong relationships. But sometimes their accomplishments go unrecognized and for Black marketers, even more so.

The Black Marketers Coalition is excited to announce the creation of National Black Marketers Day which will be celebrated annually on Nov. 16. The day, which has officially been recognized by the [National Day Archives](#), recognizes Black marketers across the nation by celebrating them, their accomplishments, businesses and what it takes to be a Black marketer in today's society.

“We wanted to make sure Black marketers had a way to be celebrated by their employers, clients and allies in a more formal way,” said Sequoyah Glenn, the coalition's founder.

“We felt it was crucial to not merely be a place to hold conversations with other Black marketers, but also to hold space to have their bosses understand how to support them, recruiters understand how to attract them and allies to know how to close the loop on the promises made over the past year to us as a community.”

Glenn, who has been in marketing for 10 years, said the idea of the day was inspired by the impact and legacy of the Johnson Publishing Company had for 77 years in the media industry. Founded in 1942, Johnson Publishing Company was one of the first Black media organizations to give Black marketers a start.

“National Black Marketers Day is now cemented in history and one we created to advocate for and celebrate ourselves,” she said. “The Black Marketers Coalition isn’t asking for a seat at the table; we’ve created our own and this holiday expresses how important we are and how impactful our work is.”

Jovanni Railey, the coalition’s board chairwoman, said she hopes the day will also encourage the next generation of Black marketers.

“We lack so much visibility in our field,” she said. “And it’s difficult for those coming behind us to imagine this for themselves if those who are currently doing the work aren’t seen.”

The coalition will mark the inaugural day with a full week of virtual and in-person activities to recognize and celebrate the whole Black marketer. More details on these events will be shared in the coming weeks.

Corporations and employers are encouraged to host luncheons or highlight successful Black marketers within their organization through programs and internal communications.

#### **About the Black Markets Coalition**

The Black Marketers Coalition was founded in June 2019 in Atlanta to support Black marketers across the United States. Its mission is to show up authentically in and outside of the workplace for Black marketers no matter what is going on by promoting people, not jobs, building relationships first and handling business second.