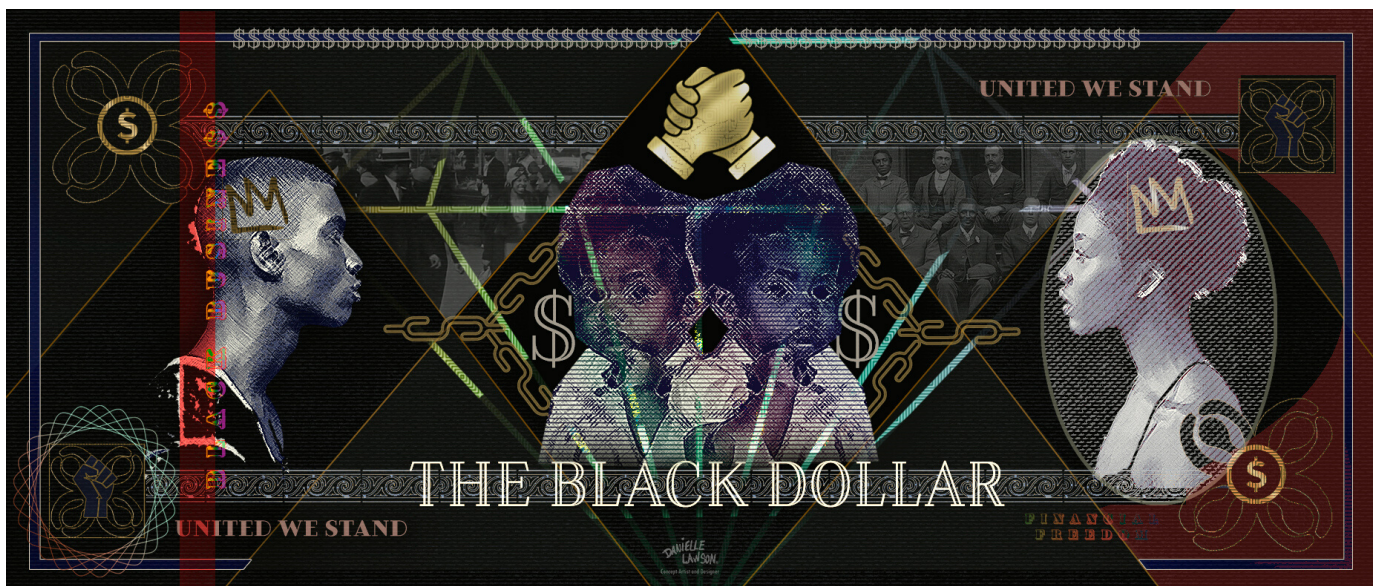


BLACK DOLLAR BANK

WHAT IS THE BLACK DOLLAR BANK?

The Black Dollar is a new symbol of wealth amongst the black community. The Black Dollar campaign was designed to increase sales and awareness of black owned businesses using this symbol to represent support and unity. The stigma of the black dollar as we know it is that it has no value. This campaign encourages us to change the stigma of the black dollar by adding value to it.



About the Creator

Danielle Lawson is a Concept Artist and Designer from Los Angeles, CA who finds passion in creating exceptional artistry from just a minute idea. Danielle's talents (cultivated from studying at Otis College of Art & Design) have lead her to work in the themed entertainment industry for over five years with companies like Cartoon Network, Discovery, Fashion Nova and many more. In addition to that, her creative and hustle mentality assisted her in developing personal projects such as - New Wave LA, a creative networking event and The Black Dollar Bank, a national campaign created to change the image and value of the black dollar. Danielle is more than an artist, she is a visionary and now CEO of Danielle Lawson Concept Artist and Designer Corp.



"How do we add value to the black dollar?"

That is my question to the members involved in this campaign. You will determine the value of the black dollar in your businesses by creating marketing campaigns around the black dollar to increase sales, and awareness of your business and others involved in the campaign. The Black Dollars you as a member are now responsible for will only benefit your business and others through the value you as a member decide to add to it. Be smart, Be diligent and continue to spread this message. Please remember, support is valuable and united we stand."

Best, Danielle

PRESS

"In every population center where Black people are prominent we should adapt similar campaigns. This is a matter of survival — we must practice cooperative economics if we are to build strong communities. The Black Dollar Campaign is a brilliant and timely campaign, one that we should both applaud and replicate. Today it's Los Angeles, tomorrow let's make sure it's your city"

- **We Buy Black**

"Campaign In Los Angeles Is Reviving The Black Dollar"



Los Angeles Times

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