

**Spicy Green Book**

## **PRESS RELEASE**

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### **FOR IMMEDIATE RELEASE**

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## **SPICY GREEN BOOK CONNECTS BLACK-OWNED BUSINESSES WITH PROFESSIONAL MARKETING SERVICES—AND NEW CUSTOMERS**

Spicy Green Book is on a mission to help Black-owned businesses tell their stories. The nonprofit, founded in June 2020, operates a growing directory of Black-owned food and beverage businesses with a twist: A team of professional marketers produces promotional content for the businesses free of charge.

In the midst of a growing national movement for racial justice and a pandemic that's disproportionately impacting Black-owned businesses, Spicy Green Book has found a way to give back. The goal is to not only make it easy for people to find and support Black-owned businesses, but to help those businesses better connect with their customers through their marketing.

"For us, building a directory wasn't enough," said Danilo Batson, Founder and Director of Spicy Green Book. "There are other companies out there that already do that. What we're doing is connecting these business owners to high-end creative talent who can help them share their stories."

Of 11 million minority-owned businesses, 90% are sole proprietorships. And low margins and high marketing costs mean nearly half don't have any online presence—a crucial way that many businesses reach potential customers. With its growing team of volunteers, Spicy Green Book is able to pair business owners with qualified marketing professionals who can help them increase the online reach of their business at no cost to them.

"Not everyone can protest. Not everyone can lobby. Not everyone can change policy. But we can all support a Black-owned business," said Batson. "This is how we can all create change: by giving a business and a community the exposure they deserve."

Based near Los Angeles, Spicy Green Book features more than 40 Southern California-based establishments on its site and is starting to expand to other states. As the nonprofit continues to grow, it is in need of volunteers and donors to contribute to its mission. And of course, Spicy Green Book is always looking for businesses to support.

Anyone who's interested can find more information at [spicygreenbook.com](https://spicygreenbook.com).

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ABOUT Spicy Green Book

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