



FOR IMMEDIATE RELEASE

BOB Rewards Club

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MLK NOW 2024 RECREATING BLACK ECONOMIES *CHANGING POLICIES AND PRACTICES*

Cedar Rapids, Iowa - October 23, 2024 - BOB Rewards Club is excited to announce that it will be hosting the **3rd Annual MLK NOW** celebration, honoring the life and legacy of Dr. Martin Luther King Jr. (www.mlknow.com) on Saturday, January 13, 2024. The event will occur at the Veterans Memorial Building at 50-2nd Avenue Bridge, Cedar Rapids, Iowa 52401 from 10 AM to 6 PM. A community-driven event that celebrates the rich history and culture of Black Americans and acknowledges the contributions of Dr. Martin Luther King Jr., and his mission to change the socio-economic status of Blacks in the United States.

BOB Rewards Club is committed to helping black-owned businesses grow and succeed while addressing the socio-economic disparities and injustices within the Black community. As the creator of MLK NOW, a traveling annual event that brings distinguished panel guests from all industries and professional occupations. BOB Rewards Club is dedicated to creating an inclusive space and providing a platform for everyone to come together to learn, celebrate, and motivate for socio-economic change.

Several recent research studies list Iowa and some of its cities as the worst places for Blacks to live and work. Some of our main focuses for MLK NOW 2024 are building wealth, reducing incarceration rates, providing sustainable employment and housing, mentoring our youth to be entrepreneurs, increasing skill building and self-esteem, and properly managing finances. We understand other disciplines play a role in ensuring success in those areas such as affirmative action in education and how that may affect the number of Blacks working in roles that will require a higher education and finding solutions to help those with mental disabilities.

BOB Rewards Club encourages all community members to join in the celebration of MLK NOW 2024 and support BOB Rewards Club's efforts to uplift, educate, and create economic development opportunities for the Black community.

This event is FREE and open to the public, and we're providing Free Transportation to the Veterans Memorial Building from Davenport, Dubuque, Des Moines, Iowa City, and Waterloo. Learn more about registering to participate and reserve your transportation at (www.mlknow.com).

To become a member of the BOB Rewards Club, please visit www.BOBRewards.Club.

For media inquiries, please contact Michelle Gibson-Webb at (319) 214-9669 in advance to schedule any interviews.

Thanks to all of our sponsors, so far. We appreciate all of the donors and contributors to this great event.



MIKE & LESLEE SUNDBERG, MIKE & JENNY BECKER, DAVID MAIER & MATT MCGRANE

RECREATING BLACK ECONOMIES CHANGING POLICIES AND PRACTICES

Saturday, January 13th
MLK NOW
2024

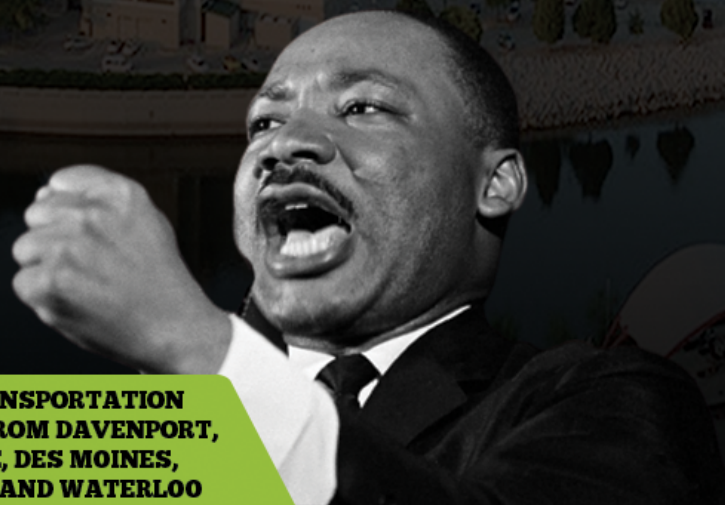
The Worst States For Blacks In The USA
Iowa, Minnesota, Wisconsin, and South Dakota

EVENT HIGHLIGHTS:

- Renowned Speakers, Community Influencers and Guests
- Live Entertainment and Performing Arts
- Mini-Carnival, DIY Activities, and Gaming Fun
- Over 70 Black Owned Businesses
- Food, Beverages, and Giveaways
- BOB Annual Awards Ceremony

Seeking Most BOB Industry Vendors
\$75 - \$150

**FREE TRANSPORTATION
PROVIDED FROM DAVENPORT,
DUBUQUE, DES MOINES,
IOWA CITY AND WATERLOO**



EVENT MODERATORS



ANNE CARTER
LINN COUNTY



DANA JAMES
BLACK IOWA NEWS

MLK NOW 2024

SATURDAY,
JANUARY 13TH

VETERANS MEMORIAL BUILDING
10 AM TO 6 PM

DISTINGUISHED GUEST PANELISTS



MAYOR QUENTIN HART



AMARA ANDREWS



MAYOR TIFFANY O'DONNELL



ANTHONY BARTLEY



MATHEW GILBERT ESQ.



DR. BELINDA CREIGHTON



KAMERON MIDDLEBROOKS



JULIAN NEELY



ANDRE CREIGHTON



DR. NAFISSA EGBUONWE



NICK ANDERSON



LINDSAY CANNADAY



DR. RUTH WHITE



KALOLA ROBY



SELINYA CAREW



TOM DARDEN



ALANDA GREGORY



SAM BLACK



TASHA LARD



JESS SPIDLE



DEDRIC DOOLIN



REV. JOSHUA MILAM



CARLA ANDERSON



JOY SALLIS BRISCOE



MONICA SLAUGHTER



ZAYDA MARYLAND

ENTERTAINERS



EMOT BAND



AKWI NJI



JAIANNA GREEN



STAISHA FEDERICK



DJ SONNY MONEY BUTLER



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"DJ TONE DA BOSS"
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BOB
REWARDS CLUB
CHANGING THE SOCIO-ECONOMIC STATUS OF BLACKS