

FOR IMMEDIATE RELEASE

Contact

Patsy Perkins, Publicist

(917) 214-8401; toll free 1(800) 584-3651, ext. 2

mediarelations@bbsvaluetour.com

www.BBSValueTour.com

**SOCIAL MEDIA, FANDOM, LIVE PERFORMANCE AND NETWORKING MERGE
AT LOCAL PHILADELPHIA PERFORMANCE VENUE**

Francesville's The Arts Garage Launches Digital Café in Partnership With BBS Value Tour

The Black Business Space Value Tour is partnering with Philadelphia's performance art venue, The Arts Garage, in an unprecedented empowerment, artist and business development initiative that networks the social media platforms of the National Black Business Trade Association (Black Business Space and BBS Value Tour), and online social network Black Business Café.

The partnership, its initiatives, and public benefits will be announced at a press conference on Wednesday, January 14, 2009, 12:00 noon Eastern Standard Time locally at The Arts Garage located 1533-35 Ridge Avenue in Philadelphia and online via Webex.com and live broadcast on NBBTA Radio Live! Internet station.

The Arts Garage Executive Director, Ola O. Solanke, will showcase The Arts Garage technical capabilities and its urban eclectic cozy atmosphere by hosting the press conference both on and offline. The press conference will introduce The Arts Garage as the premiere venue for the BBS Value Tour's global Fandom events.

The Black Business Space Value Tour (BBSVT), a program of the National Black Business Trade Association (NBBTA), is a growing grassroots social media phenomena. The BBSVT is an international performance & promotional tour that leverages the resources of businesses, artists, & everyday people while rallying the Black Business Space, Black Business Café, and world communities in support of the artist.

At the press conference, BBSVT will dramatize the importance of supporting artists through its ADOPT-AN-ARTIST public service announcement. The official 2009 artist slate and campaign elements will be announced at this conference.

Confirmed artists in attendance on-site at The Arts Garage will be Rawkus' national recording Hiphop artist Hezekiah, Producer/Spoken Word artist Damali, Master Griot artist Mrs. Betty's son, and R&B artist Melvin C. McKnight.

Lee Green, Founder/CEO of The National Black Business Trade Association and Black Business Space, and Charlene Brown, NBBTA member and CEO of Black Business Café, will be among the online guests.

"The Arts Garage is committed to its ongoing efforts to providing a performance for emerging artists; lending itself to artists who are fusing ideas across the media of music, dance, spoken word, animation, video gamers, fashion, engineering/architecture designs/installations, comedy, theater, film, and more. Our WiFi environment is enhanced by a light menu with a bar and lounge." states Ola Solanke.

Jacqueline Taylor-Adams, BBS Value Tour's visionary, states, "I am so thankful for a quiet leader in Lee Green who provided the platform, support, and lead way to provide true benefit from our online networking. Understanding, that life imitates art, is more crucial than ever that art and media begin to be more in align with the true experience of African Americans.

Mr. Green has allowed me to contribute to this effort while creating opportunities for our independent artists whose work does reflect more of the true lives and values of everyday people.

It is even more exciting to bring something of this magnitude home. Almost half of the phenomenal featured artists on the value tour are from Philadelphia and this partnership just continues my growing relationship with The Arts Garage which includes our "For The Love of Reading Series" that's part of One Book One Philadelphia!"

For more information about the Black Business Space Value Tour, its artists, and sponsoring businesses, contact Jacqueline Taylor-Adams at (215) 921-3753, toll free at 1 (800) 584-3651, or email info@bbsvaluetour.com.

For more information about The Arts Garage, contact Ola Solanke at (215) 806-1491 or email ola@theartsgarage.com.

Interview and photo opportunities available on-site.

###