



Text File

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Bill No: 2018-0436, **Version:** 1

Committee: City Council

Status: Adopted

WHEREAS, **Blacture** is a new online media platform that will center itself at the crossroads of art and culture - including film, music, design, and more - within the black community; and,

WHEREAS, in striving to be at the epicenter of cultural and artistic excellence, **Blacture** offers a media platform created and curated by those who shape black culture, giving a platform to both celebrity icons and everyday people; and,

WHEREAS, as an organization and enterprise, **Blacture** provides a vehicle whereby everyone in the black community and beyond will have access to the best of authentic storytelling, art, editorial productions, and charitable pursuits; and,

WHEREAS, **Blacture** provides a variety of products and services to aid and benefit the underserved throughout the global community; and

WHEREAS, this year, **Blacture** will provide numerous opportunities for businesses, students, and partners to share and amplify their messages and campaigns, enabling more access to enrichment services and empowerment resources; and

WHEREAS, on Tuesday, May 2, **Pras Michel**, a Grammy-winning artist and producer with a storied history of political activism and humanitarianism, will formally launch the platform; and

WHEREAS, this launch announcement will include the outlining of **Blacture's** specific features and goals of planned collaborative efforts in and with the City of Pittsburgh; and,

NOW, THEREFORE BE IT RESOLVED, that the Council of the City of Pittsburgh does hereby recognize **Blacture's** tremendous commitment to and participation in amplifying the voices of black artists, as well as its providing of key resources for the black community; and,

BE IT FURTHER RESOLVED, that the Council of the City of Pittsburgh does hereby declare Wednesday, May 2, 2018, to be "**Blacture Day**" in the City of Pittsburgh.