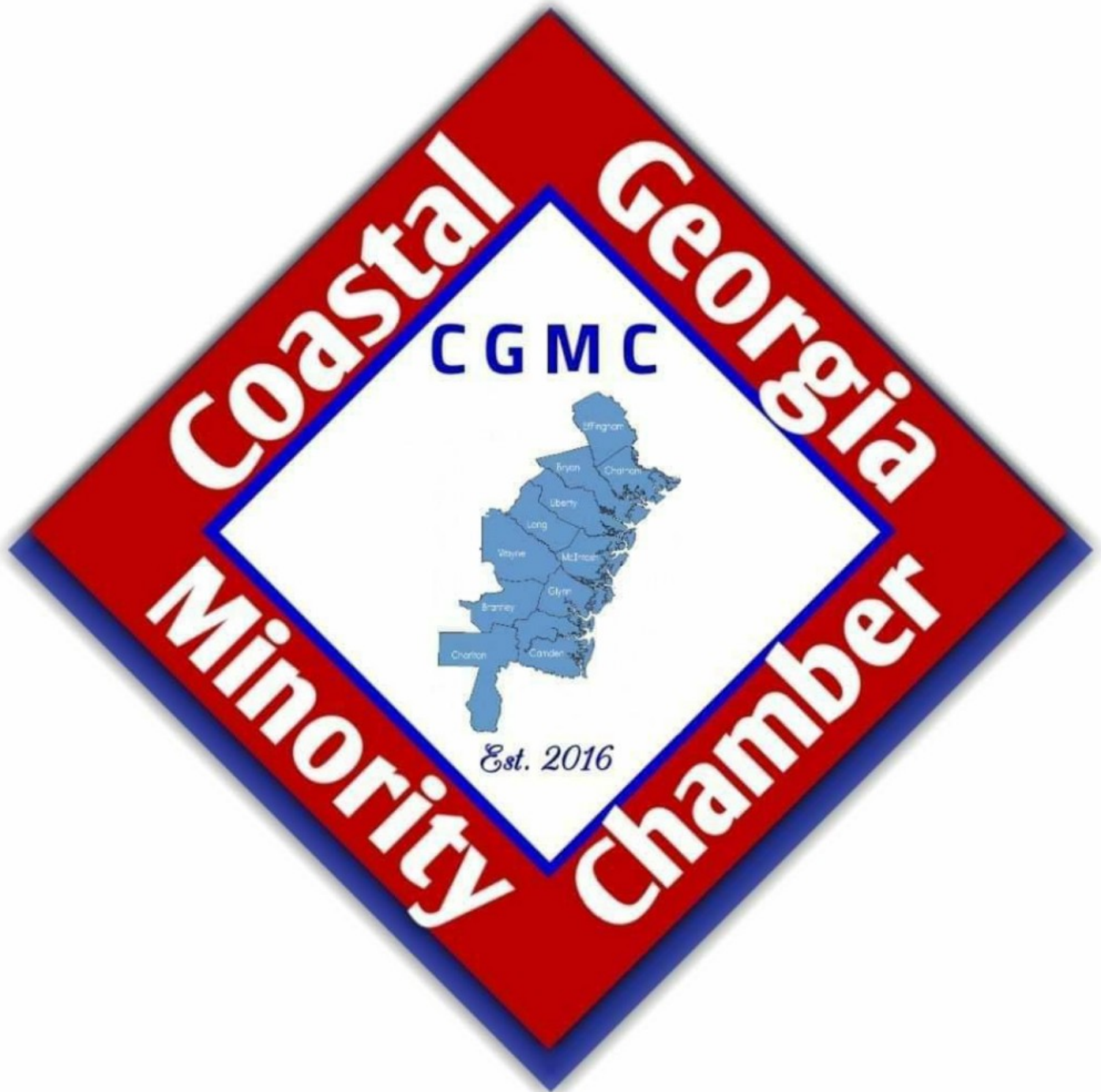


Coastal Georgia Minority Chamber Announces Strategic Partnership With The Culturist Union

COVID and the Minority Business Community



Hinesville, Aug 3, 2020 ([Issuewire.com](https://www.issuewire.com)) - The Coastal Georgia Minority Chamber (CGMCC) has announced an integration partnership with The Culturist Union (TCU), to optimize educational and marketing resources for more than 7000+ Georgia minority businesses.

Through this strategic partnership, CGMCC + TCU provides an informational platform that widens the

marketing net for minority businesses in the coastal Georgia area. “ I am happy to announce the partnership between The Culturist Union and The Coastal Georgia Minority Chamber. TCU has partnered with the chamber on many projects, so it just seems like a natural transition,” says TCU founder Elbi Elm.

The strategic partnership aims to bring about an alignment of mission-based marketing and educational forums, discussion panels, and educational programmings to the underserved businesses in the Coastal Georgia region.

Small business owners and entrepreneurs are always looking to improve their practices, and this partnership creates flexible and customizable solutions. It is no secret that minority-owned businesses have struggled to excel due to systemic racial disparities and economic injustices, and now, with a global pandemic, most minority businesses are not equipped to handle a period of economic collapse and have been forced to close their doors.

“Through this partnership, collectively, we will be able to provide educational resources that actually help business owners become savvy and self-sufficient. The Culturist Union is excited to be a selected partner with the chamber and help individuals unlock their true potential and value through information sharing; I couldn’t think of a better way to help coastal Georgia” quipped Elm.

The National Bureau of Economic Research reported that the number of African-American businesses ownership plunged from 1.1 million in February 2020 to 640,000 in April. COVID has indeed been the proverbial straw on the backs of minority businesses as they are succumbing to extreme economic distress. Nevertheless, there is hope.

I am thrilled to partner with TCU especially as we launch our Minority Small Business initiative. I firmly believe through strategic partnerships; we can change the trajectory for minority businesses. Our mission has never been more urgent as it is now. We have never been clear, we must move minority businesses not only forward, but assist them in getting to a position of high visibility and within a momentum of earning stability, said Sabrina Newby Chamber CEO.

The Coastal Georgia Minority Chamber has evolved over the last six years, and with COVID aggressively agitating an already weakened economy, we understood that there was no way we nor our businesses would be able to continue doing business as usual, said Sabrina Newby, chamber CEO.

About The Coastal Georgia Minority Chamber

CGMCC is a non-profit organization with a mission to enhance and empower economically disadvantaged business networks within Coastal Georgia through education and the sharing of resources.

About The Culturist Union

TCU is a digital platform and cultural hub centered around the social and economic empowerment of creators, entrepreneurs, and business professionals.

Media Contact

Coastal Georgia Minority Chamber

Sabrinalcmc@gmail.com

9122317583

Source : Coastal Georgia Minority Chamber

[See on IssueWire](#)