

CEEM TO HOST ITS ANNUAL BLACK EXCELLENCE WEEKEND AT LA COUNTY FAIR MAY 20 & 21

The Black membership organization CEEM is bringing culture and Black heritage to LA County Fair this year!

ONTARIO, CA, UNITED STATES, May 3, 2023 /EINPresswire.com/ -- Cooperative Economic Empowerment Movement ([CEEM](#)) returns to [LA County Fair](#) this year for its 4th annual Black Excellence Weekend May 20 - 21. Grammy-nominated artist MAJOR will headline along with a solid lineup of Hip Hop, R&B, Jazz, and Gospel artists. From the taste of local black-owned food vendors, live performances, CEEM's second annual Pitch Competition, and panel discussions with surprise guests to a riveting National Black graduation soirée, CEEM's Black Excellence Weekend will celebrate and honor the past, present, and future of Black culture.



CEEM PRESENTS

BLACK EXCELLENCE WEEKEND AT THE LA COUNTY FAIR

MAY 20 - 21 2023
12:00 PM - 10:00 PM

BUY TICKETS TODAY!

50% OFF w/ Code: CEEM2023

- Black-Owned Vendors
- Live Performances
- Black-Owned Food Tasting Experience
- Business Pitch Competition
- Community Events
- Music & More!

GRAMMY-NOMINATED SINGER
MAJOR

CEEM
Cooperative Economic Empowerment Movement

CEEM's two-day affair has become an anticipated local tradition, bringing together African-American communities. Owned by a collective of members, CEEM is a cooperative economic engine that empowers people to move. This collective movement creates access to knowledge, wealth, and power, allowing the Black community to prosper, to achieve what CEEM calls prosperity.

CEEM will bring out some of Southern California's top Black-owned brands and organizations such as That's A Awful Lot Of Cough Syrup, Snoop Dogg's Snoop Youth Football League and Special Stars, the National Black Grads (NBG), and more.

Saturday's lineup includes R&B artist Nakkia Gold, freestyle artist Ray Wimley, to name a few.

102.3 KJLH Radio personality Aundrae Russell will broadcast live from the fairgrounds creating an unforgettable experience for all fairgoers to enjoy.

"Fairplex is proud to collaborate with CEEM as it champions its mission of prosperity for our Black community. CEEM's Black Excellence Weekend has created the space to expand both of our horizons to new opportunities," says Walter Marquez, president and CEO of Fairplex.

"I'm always excited when we get to partner in the community, but I really love the LA County Fair partnership because it truly represents CEEM; creating value, building relationships and showcasing the African-American community in a really fun way," states interim CEO Kiana Webb. "I enjoy being a steward in a legacy that is looking for new ways to understand parity; it's an economic movement, an empowering movement, and a cooperative movement."

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*Walter Marquez, president
and CEO of Fairplex*

EVENT HIGHLIGHTS:

BLACK-OWNED FOOD VENDOR TASTING EXPERIENCE (May 20 - 21):

CEEM will amplify the culinary experience at the fair this year by bringing together Black-owned food vendors and businesses known throughout the county.

CEEM PITCH COMPETITION (Saturday, May 20):

CEEM is excited to announce its annual pitch competition at the LA County Fair! This year, we're offering \$5,000 and a

Start-Up Business Service Kit to the winner with the best business idea.

BLACK GRADUATION NIGHT (Sunday, May 21):

In partnership with National Black Grads (NBG), CEEM will bus over 700+ Black graduate students to the fair for an evening celebration consisting of a fashion show, featuring local high school graduates, live performances, prizes, and other fun activities for Black students and families to enjoy!



CEEM bused over 700+ Black graduate students to LA County Fair last year and held a major graduation ceremony.

To check out the full schedule and learn more about CEEM, visit www.ceem.coop.

To purchase your tickets with CEEM, [CLICK HERE](#) and enter the discount code CEEM2023.

Need media passes and/or interested in covering the event? Please contact us!

Cathy J. Hood
Pristine Initiative, LLC
[email us here](#)

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