

## Press Release

### For Immediate Release

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## **PDDBM Announces Strategic Shift to Strengthen Community Impact**

### **After February 2025, Events Will Transition to Smaller, More Accessible Venues**

**Vancouver, WA** — Please Don't Die Black Men (PDDBM), a nonprofit organization dedicated to empowering middle and high school students, is making a strategic shift in its event planning to better align with its mission and resources. Starting after the **2025 Black History Month Fashion Show on February 8, 2025**, PDDBM will transition events from the Clark County Fairgrounds to smaller, more accessible venues in downtown Vancouver, WA.

This decision builds on PDDBM's successes, including the **2023 Black History Month Fashion Show**, which welcomed over 250 attendees and showcased five talented fashion designers.

The upcoming 2025 show will feature nine middle and high school designers and one fifth grader, reflecting PDDBM's commitment to nurturing young talent. Additionally, PDDBM has a rich history of hosting impactful Kwanzaa celebrations at Portland Community College Cascade Campus from 2015–2018, fostering community connection and cultural celebration.

### **Why the Change?**

While PDDBM has achieved great milestones, the decision to pivot stems from several challenges:

- **Limited ROI (Return on Investment):** Large-scale events at the fairgrounds have incurred high costs with minimal ticket sales and no financial surplus.
- **Funding Gaps:** The organization currently lacks corporate sponsors or significant financial backing to offset these costs.
- **Burnout Risk:** The workload of planning large events is unsustainable for PDDBM's leadership and board members, impacting their ability to focus on impactful programming.

“Our mission is to uplift and empower youth, and every resource we use must reflect that purpose,” said Ruby N. Lewis, Chairwoman and President of PDDBM. “This shift allows us to focus on creating meaningful experiences while maintaining fiscal responsibility and organizational sustainability.”

## **Moving Forward**

PDDBM will continue to host its signature **Kwanzaa Celebration** and **Black History Month Fashion Show**, but at smaller, community-centric venues in Vancouver. The organization also plans to focus on revenue generation through vending opportunities and the sale of PDDBM's unique assets, such as its clothing line and implicit bias training materials.

## **Sponsorship Opportunities**

PDDBM invites local businesses and community leaders to support its mission by sponsoring upcoming events. Sponsorship packages include opportunities for brand exposure, youth impact, and media coverage. Options range from the **Sustainable Impact Package (\$3,500)** to the **Visionary Leader Package (\$10,000)** for the Black History Month Fashion Show, and from **Umoja Sponsorship (\$5,000)** to **Kuumba Sponsorship (\$250)** for the Kwanzaa Celebration. For detailed sponsorship levels, visit [www.pddb.org/sponsorship](http://www.pddb.org/sponsorship) or refer to the attached documents.

## **A Strong Future**

“Over the years, PDDBM has demonstrated its commitment to celebrating African American culture and empowering our youth,” said [Board Member’s Name], a member of PDDBM’s Board of Directors. “This strategic pivot ensures that we can continue to make an impact while growing sustainably.”

## **About PDDBM**

Please Don't Die Black Men (PDDBM) is a nonprofit organization dedicated to empowering and uplifting underserved youth through education, cultural enrichment, and community-building initiatives. PDDBM's events and programs aim to foster equity and create lasting change. For more information about PDDBM, visit [www.pddb.org](http://www.pddb.org).

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