



SHOWBOAT RESORT TO HOST 2022 BLACK EXCELLENCE FESTIVAL

The event is one of the largest celebrations of Black Excellence in the country

Atlantic City, NJ (May 11, 2022) – Showboat Atlantic City, located on the iconic Atlantic City Boardwalk, will once again host this summer's **Black Excellence Festival**, two days filled with exciting opportunities and celebration of Black Culture. Presented by Brooklyn Media Publishing, the event will be held during the historic **Juneteenth Weekend of June 17 - 19**.

The weekend will be filled with thought-provoking, informative discussions, as well as educational, inspiring, and mindful workshops. Celebrants will enjoy live music, vendors, food trucks, and a film festival. There will be an HBCU Celebration, BE Praise Fest, beauty pavilion, author's pavilion, and much more throughout the weekend. For more details on all the festival has to offer, visit thebefestival.com.

Brooklyn Media Publishing, a 100% Black-owned media, marketing and music company dedicated to the Afro-America communities, will merge the "Women of Color" and "Men of Color" expos into one mega event, creating one of the largest celebrations of Black Excellence in the country. By uniting the two expos, the BE Festival will continue to have a positive impact on Black America by providing tools, information, and resources to navigate and address critical issues within the community. The festival will highlight and provide opportunities to exclusively showcase the African American culture. Attendees can expect two unforgettable days of educational seminars, workshops, and panel discussions, as well as shopping and entertainment. This will truly be a weekend of "Black Excellence."

"Unity is needed in our country more than ever and that unity starts with us," said Nathan Smalls, the creator and CEO of the Black Excellence Festival. "The BE Festival is about uniting our community to educate, elevate and entertain ourselves. Standing as a united front is where Black Excellence begins."

"Here at Showboat Hotel we pride ourselves on being a diverse and inclusive destination," said Brandon Dixon, president of Tower Investments which owns Showboat. "We continue to reshape what entertainment looks like in Atlantic City and we are so pleased to once again host this festival which celebrates Black Culture in our state and beyond."

Showboat is located at 801 Boardwalk, Atlantic City 08401. For more information call (609)487-4600 or visit <https://www.showboathotelac.com/>.

About Tower Investments-Based in Philadelphia, Tower Investments, Inc. ("Tower") is a leading developer of retail, entertainment, mixed use, residential and commercial properties in the Philadelphia area. Since 1978, the company has distinguished itself as an innovator and pioneer, finding significant opportunities in areas overlooked and underserved by more traditional firms. Tower is a privately held development company with expertise in all aspects of planning, design, construction, financing and leasing, and is known for its aggressive and creative urban investments in major projects.



Media Contact:

Lisa Johnson

(609) 464-0448-C

lisa@lisajohnsoncommunications.com