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FOR IMMEDIATE RELEASE

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BAY AREA BLACK EXPO[®] LLC PREPARES TO RECOGNIZE SEVEN DESERVING CONTRIBUTORS TO THE BAY AREA COMMUNITY

Calling for Nominations in Seven Categories by Aug. 11th

OAKLAND, CA—As a gratifying lead-in to the 2012 Bay Area Black Expo, on Wednesday, September 5, 2012, the event's producers will host the Expo's first annual **Magnificent 7[®] Awards Gala** to recognize seven people who have made significant contributions and demonstrated their commitment to the community in the areas of Business/Career Development, Community Giving, Financial, Fun/Entertainment, Health & Fitness, Personal Development, and Relationships. Bay Area Black Expo LLC encourages the community at-large to give thoughtful consideration to the work that is being done by family members, friends, co-workers, mentors, civil servants, philanthropists, entertainers, educators and all others who have contributed to the community's betterment. In order to make convenient the nomination process, an [interactive PDF nomination form](#) is made available for individuals to submit names for consideration. Completed nomination forms are to be submitted to Karen Allen at Busykallen@AOL.com by Saturday, August 11th.

Bay Area Black Expo co-producer Alton Byrd commented, "We look forward to honoring individuals who have made notable contributions to educate, enliven, and otherwise enhance the Bay Area community."

Bay Area Black Expo LLC will host its inaugural "Magnificent 7" Awards Gala on the evening of September 5th at the exquisite Mira Vista Golf & Country Club, 7901 Cutting Blvd in El Cerrito, CA. On this occasion, Bay Area Black Expo LLC will also present scholarships to local college-bound urban youth. "As college expenses continue to rise, we recognize there is a greater need for more financial aid for deserving youth," said Bay Area Black Expo co-producer Rose Lyles. "Our success in the venture to assist deserving youth is largely dependent upon the generosity of the business community, individuals and the public-at-large—for we all know that it takes a village to raise a child." The celebratory black-tie affair will commence with a 6:00 p.m. cocktail reception; followed by dinner at 6:30; and finalizing with awards presentations, and music and dancing with entertainment by J'La Chic's sensational male soul/R&B/jazz vocal group, Top Shelf. Tickets are \$150 per person/\$1,500 for a table for 10, and may be [purchased online](#).

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The spectacular 2012 Bay Area Black Expo will take place from 10:00 a.m. to 6:00 p.m. on Saturday and Sunday, September 8 and 9, 2012 at the Oakland Convention Center, 550 10th Street, downtown Oakland. The 21st annual Expo will showcase and celebrate the Bay Area's diverse community with offerings that will include the awards gala; entrepreneur workshops; healthy cooking demonstrations with Cuisine Noir Magazine and celebrity chefs; fitness classes; fraternity/sorority step show; celebrity "Inside the Artist Studio" interviews; a powerful spirit-led gospel show; and special celebrity guest performers and speakers, in addition to the many exhibits by art & craft, retail, social, corporate, and health care vendors and exhibitors. Admittance costs are: \$10.00 general admission; \$5.00 children, students with ID, and seniors. Expo tickets may be purchased at the door or online via PayPal at bayareablackexpo.com/event/tickets.

Generous and insightful Bay Area Black Expo 2012 partners include: Wells Fargo Home Mortgage, Budweiser, Pepsi, KBLX, PG&E, BART, Coliseum Lexus of Oakland, Sac Cultural Hub, Black Entertainment Monthly, First Friday's of the Bay Area, among others. The highly anticipated event will serve as a platform where businesses, academic institutions, non-profit organizations, religious, health, and social service agencies can introduce and further educate minority communities about programs for self-improvement, as well as social and economic growth.

View Bay Area Black Expo producers Rose Lyles and Alton Byrd's July 19, 2012 "Business Perspectives" [interview on International MediaTV](#).

EDITORS:

To schedule interviews with Bay Area Black Expo 2012 producers Rose Lyles and Alton Byrd, or other Expo participants, contact: Toni Beckham | 209.832.8020 / 408.499.3664c Toni@PRetCetera.com

