



## FOR IMMEDIATE RELEASE

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### PRESS RELEASE

## NEW YORK CHAPTERS OF DELTA SIGMA THETA SORORITY, INC. SUPPORT SMALL BUSINESSES

Delta Sigma Theta Sorority, Inc. - Fourth Annual Small Business Crawl

NEW YORK, NY (November 10, 2017) - On Saturday, November 25, 2017, Small Business Saturday, join the New York City chapters of [Delta Sigma, Theta Sorority, Incorporated](#), during their 4th Annual Small Business Crawl. Political leaders, community members, and local organizations are invited to “crawl” through the city in support of small businesses owned by minorities and women. The event will begin at 9:00 am in Brooklyn , Queens, Staten Island, Manhattan and Westchester.

The Small Business Crawl was created in 2014, by the [East Kings County Alumnae Chapter](#) of Delta Sigma Theta Sorority, Inc. It began, and continues to serve as an effort to drive dollars into underrepresented businesses as well as an alternative to participating in the ‘Black Friday’ rush. In 2016, more than 150 “Crawlers” shopped New York City small businesses, investing thousands of dollars in a single afternoon. The 2017, initiative will target brick and mortar as well as online businesses. This year, even more local sorority chapters are participating in the event including [Brooklyn Alumnae](#), [New York Alumnae](#), [North Manhattan Alumnae](#), [Queens Alumnae](#), [Staten Island Alumnae](#) and [Westchester Alumnae](#). The Crawl has also partnered with Carver Federal Savings bank, the largest African- and Caribbean-American run bank in the United States. Each borough will kick off- their Crawl at their local Carver branch. A number of community organizations and leaders has also partnered with this year’s crawl including [Harlem Community Development Corporation](#), [New York City Councilmember Robert E. Cornegy](#), the [NAACP New York Branch](#), [Pitkin Ave Business Improvement District](#), [Dream Big Foundation](#), Ocean Hill-Brownsville Neighborhood Improvement Association and [Chamber on the Go](#). Participation is expected to increase as the date nears.

Angela Williams, President of East Kings County Alumnae Chapter, reflects on the ongoing commitment to creating visibility for local small businesses through the event. She believes, through social media, word of mouth, and

participation from community members, we can significantly ensure the economic success of community businesses. [Small businesses make up 99% of all New York businesses](#), of which 35% are minority-owned and 36% are women-owned. This year's crawl is expected to patronize at least 30 small businesses. "We are proud to sponsor Delta Sigma, Theta Sorority during their 4th Annual Small Business Crawl and support New York's local minority-and-women-owned businesses," **said Curtis Archer, President of the Harlem Community Development Corporation.** "Small businesses are critical to the success of communities around the state and I encourage all New Yorkers to join us next Saturday and shop locally throughout the holiday season." If you are interested in participating, contact your local chapter of Delta Sigma Theta Sorority, Inc. for more details. Follow Crawlers on social networks using the hashtag #DSTSmallBizCrawl and the [list of Small Business Crawl locations by county](#).

#### **ABOUT DELTA SIGMA THETA SORORITY INCORPORATED**

Founded in 1913, by 22 collegiate women, Delta Sigma Theta Sorority, Inc. is a private, non-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. A sisterhood of more than 200,000 predominately Black college educated women, the Sorority currently has over 900 chapters. The organization's primary goal is to provide support to the underserved; educate and stimulate participation in the establishment of positive public policy, and to highlight issues and provide solutions for problems in their communities.

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FOR MORE INFORMATION, AN INTERVIEW, OR EVENT PRESS PASS CONTACT R.F. Wilkins Consultants, 212-381-7488 , [Fwilkins@rfwconsultants.com](mailto:Fwilkins@rfwconsultants.com).