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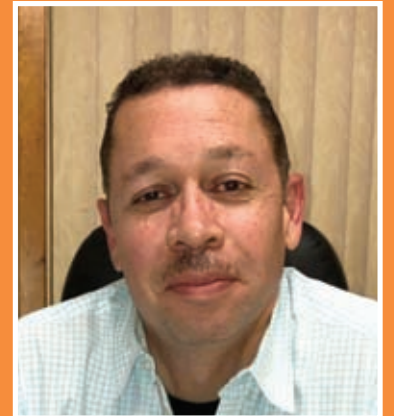
THE FACES OF BLACK BUSINESS



Desmond Patterson



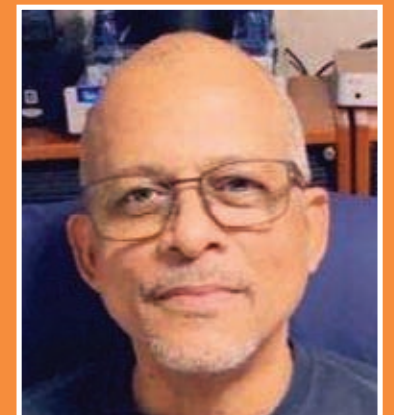
Dr. Marlene Reynolds Cox



Phillip Feurtado



Mitzie Patterson



Patrick Heath



Mark Smith



Imande

Some prominent black businesses in the community
Desmond Patterson of Brucees Patties, Dr. Marlene Reynolds
Cox of Rochdale Dental Care, Phillip Feurtado of Feurtado
Shipping, Mitzie Patterson of Taste Pattee, Patrick Heath of
Patmar Bake Shop, Mark Smith of State Farm and Imande Of
Vital Health Foods.

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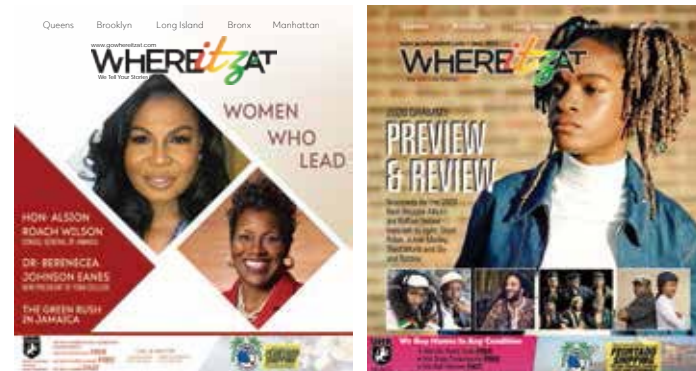
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If Your Competition Advertises Then Why Shouldn't You?



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THE FACES OF Black Business

By Clive Williams

This is a campaign that is long overdue, yes we have said often that we should support black businesses in our urban communities of color, so when I use the term black business it really is a metaphor for businesses owned by people who are disadvantaged insofar as business ownership is concerned. In my conversations with people who occupy these urban communities, I observe an apathy and sometimes total disinterest in prioritizing the spending of their disposable dollars with black owned businesses in particular. Yes, I understand that very often, more so in the past, services and pricing in black business establishments was below average and as such was a disincentive to customers, but things are changing and changing rapidly.



I am the first to admit that many of my observations and conclusions are based on experiential and anecdotal evidence, I am not apologizing for that, I simply want to set the record straight, that I have come to value the authenticity and richness in a dialogue, conversation and relationships with others in order to understand their needs, hopes and aspirations. But there is a real space for a better scientific understanding of the socio-economic ecosystems in our communities of color, unfortunately black academicians/researchers don't seem to understand that this need exists and have failed to grasp a waiting opportunity. The Black business community need research and survey services in order to help us strategize and execute our business plans, but sadly they simply don't exist, I believe I know why, but I will save those thoughts for another article.

Here's what I have observed, the growth of new small businesses in urban communities are spurred by immigrants – whether its owning bakeries,

restaurants, haberdashers, hair salons/nail salons, health food stores, deli's or supermarkets. Then there are Professional practice businesses such as, Attorneys, MD'S, Dentists, Chiropractors, Psychologists/Social Workers/Psychotherapists, and Physical Therapists. Sadly the idea of Black Electricians, Plumbers and engineers were never incentivized by short sighted political agendas and a failed educational system.

So although small businesses are touted as the “backbone” of the American economy by every chamber of commerce and everybody else running for political office, I have never seen a serious, concerted or systematic support for the ongoing development and expansion of small business in my 30 years in America. I am sure there are cities and towns and municipalities around America that may have had some success in expanding the merchant class, but never in Black America.

The inconvenient truth about Black business enterprise in America is, if you have a passion

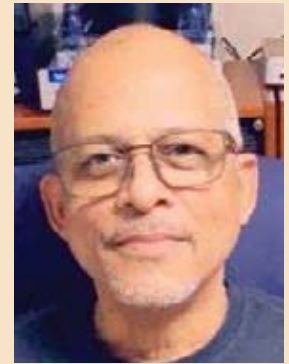
for developing and building a business and you are Black, you better damn well know, you're on your own. This is not to discourage you from pursuing your dream of business ownership, it's an open warning that you are in for the ride of your life and when you scream, you'll be the only one within the sound of your voice. The amazing black people who have survived and thrived in the last 25 – 30 years are all heroes and she-roses and as long as I have life, I will find a way to promote, project and propel them to further success in their line of business.

Every Advertisement in this publication is a testimony to how far we have come and how much further we've to go, as testimony to our determination, resilience and rebellion against stereotypical assumptions and predictions. This Campaign to show the faces of Black business is our mission for the foreseeable future and we invite you send your Black and Brown Faces along with your small business stories for future publication.

THE FACES OF Black Business

Patmar Bake Shop

Patmar Bake Shop started at the Linden Blvd location in January 1992. We actually started doing wholesaling of mini carrot loaves, which could be found in delis and bodegas all over Queens and Long Island. The community liked the products we produced and we later became well known for our bread, patties and cakes. We opened a second location in Springfield Gardens on the South Conduit in 2001 and have seen equal success in serving our community.



Patrick Heath

Dr. Marlene Reynolds — Cox

Jamaican Dentists enjoy the enviable reputation of being among the best in the world. I have friends who still return to Jamaica to their Dentists because of the quality of work and the service they receive. Here's some good news friends, you no longer have to do that. One of Jamaica's best, Dr. Marlene Reynolds-Cox is right here in New York.

After successfully graduating as a Pharmacist, Dr. Marlene Reynolds-Cox entered the field of Dentistry in order to fulfill her real calling. This obviously brilliant practitioner graduated the New York University Dental School with yet another medical degree. Not only has she practiced in Jamaica (the island nation,) but she has also practiced community Dentistry in the Bronx where she served a diverse immigrant community. Dr. Reynolds Cox is also the school Dentist at a leading Brooklyn High School, where she teaches students who have an interest in the field of dentistry the clinical aspects which prepares them as dental assistants, hygienists or ultimately dentists. That training and guidance gives them a head start in their quest for a rewarding career.

Dr. Reynolds – Cox devotes much of her time to the service of others and in her role as a member of the National Association of University Women (the Long Island Branch), she helps to promote and conduct educational activities as well as community outreach services that supports young people on every level of their development as they prepare to enter college.

With this outstanding training and experience under her belt, Dr. Reynolds-Cox made the decision to return to private practice, this time here in the United States. In the past 10 years Dr. Reynolds-Cox has dramatically enhanced the practice she acquired in 2004 in Rochdale Village, Queens. She has recreated the competence and efficiency that Jamaican Dentists are known for worldwide and her staff demonstrates a simi-



Dr Marlene Reynolds Cox

lar high level of service and efficiency.

Her office which is located on the second floor of the Rochdale Village Mall offers privacy, comfort and a very relaxed atmosphere, while flexible office hours which include Saturdays,

make dental visits convenient for everyone.

For those of you who have a fear of Dental Visits, Dr. Reynolds-Cox has a relaxed and re-assuring environment and her manner makes you feel secure and safe. Dr. Reynolds-Cox can also be consulted on the advanced areas in Dentistry, such as, implants and other corrective surgeries. Cosmetic procedures such as teeth whitening and Invisalign are readily available.

WHEREITZAT visited Dr Reynolds-Cox at her office several months ago, just to verify whether all the great things we heard were in fact true, e.g. gentle but outstanding dental work, convenient office hours, assistance with or without Insurance coverage, flexible payment plans and the highest marks for competence. We are delighted to report, that all we had heard proved to be true.

My reason for giving you this information comes from a deep sense of pride; pride in knowing that we have such a highly trained Dental practitioner in our community. For any assistance you may need on insurance queries and other concerns, ask for Annett the office manager. The number to call is (718) 690-3340

Please continue to read **Whereitzat** as we will provide you an A list of the brightest and best professionals in our urban community.

Mark Smith

Mark Smith has been a State Farm Agent in Farmingdale Long Island for over 30 years, during which time he has established an enviable record as an outstanding agent and businessman. Mark had the good fortune of being able to mentor his son Mandell at the agency, ensuring that he too will promote the value of service wherever he chooses to serve. Mark is not just an agent he is a friend and advisor to anyone who is concerned about the security and continuity of their personal or business assets.

A former track athlete, Mark remains an avid sports fan and golfer. Because of golf Mark is able to give back to the larger community through his involvement with Moments Golf Club where he is a founding member.



Mark Smith

A Brooklyn Tea Story

By Chris Williams

Growing up in Jamaica, I would always hear my mom or grandmother suggest tea as a remedy when I wasn't feeling well. In our household the teas of choice were either cerasee tea, mint tea or ginger tea. I hated all of them. I just thought that tea was a punishment and wanted nothing to do with it. I remember once being at a friend's house and being very sick and his grandmother saying "mek di bwoy some ganja tea, im will feel betta". I definitely felt better and probably a little high on life, but still hated tea.

The fact is, natural tea has many proven health benefits from lowering sugar levels for diabetics, to reducing migraine headaches, settling an upset stomach and even managing anxiety. For centuries people have been drinking tea all over the world. Whether you are in Africa, Asia, Europe, the Caribbean or the Americas, you are bound to hear stories of tea remedies recommended by someone's mother or grandmother. As I grew older, I started to open my mind a bit more to the benefits of tea and would sometimes drink peppermint tea with honey and lime. I even experimented with other teas like chamomile and ginger tea, which was a big deal for me, as I can get set in my ways at times.

All that would soon change. About 8 months ago, a friend suggested we visit a Black-owned tea spot in Bed Stuy Brooklyn. Since my girlfriend and I were in the habit of supporting Black-owned businesses, the idea of a tearoom was very interesting. It was still pretty cold, so we welcomed a cup of hot tea to warm our bones. When we walked through the doors,



we were greeted with warm smiles and an atmosphere that was very relaxed and community oriented. The owners, who we didn't know at that time, gave us a rundown of the options available and walked us over to a wall with shelves filled with tea from all over the world. There we stood, picking up labeled jars with tea leaves like vanilla rooibos, chocolate mint, moringa, masala chai, jasmine dragon pearls, ginger turmeric and the list goes on.

The experience was almost overwhelming as I spent 10 minutes trying to decide which one to try. I eventually landed on vanilla rooibos, my favorite to this day. It's not just the tea that makes this place great, it's the energy you feel walking into

the tearoom. The owners Ali Wright & Jamila McGill are a perfect combination. Ali, a veritable Tea Master, can enlighten you on the benefits of tea drinking, guide you to the tea that might best suit your needs at that time and leave you intrigued with stories of his travels around the globe in search of tea. Jamila the queen of charm and chief happiness officer, among other things makes you want to come back day after day to purchase another cup of tea.

The staff at Brooklyn Tea embodies the spirit of the tearoom and its owners. They are warm, welcoming and patient and make a damn good cup of whatever tea your heart desires. So take a break from Starbucks or whatever local coffeehouse you visit and make your way over to Brooklyn Tea. You won't be disappointed. And oh yeah, they have some great desserts and breakfast bites available too. Are you there yet?

Brooklyn Tea is located at 524 Nostrand Avenue, between Macon Street and Fulton Avenue. You can visit them online at brooklyntea.com.

Below, Jamila McGill and Ali Wright of Brooklyn Tea.





Cindy Rainne

Why I've Decided To Try Casual Dating

By Cindy Rainne

Confession: I've never done the "seeing multiple people at the same time and seeing what happens" thing. With the exception of a handful of dates that never went anywhere, I've mostly been dating like a middle schooler... "I like, you like me, now we go together."

In the past, as soon as I was interested in a man, he had my full undivided attention. I was completely loyal and monogamous without any commitment on his part. The problem was that it created an unhealthy attachment to the outcome. I'd approach every interaction with an attractive man with the attitude of "I really hope this works out" instead of "let's just see what happens". It created a feeling of anxiety while I waited to be "chosen" or "found". Proverbs 18:22 translated through my church upbringing taught me that men did the finding... and women were supposed to stay busy preparing themselves to be found. This belief made every experience with an attractive man feel like I was at an interview or audition.

If I wasn't chosen, it confirmed my "not good enough" story. It had to be because I said the wrong thing, did the wrong thing, was the wrong thing... etc.

If I was chosen, I could breathe a sigh of relief. I was finally "good enough".

Now, was he the best possible fit for ME? That's the question I SHOULD have been asking. But I'd never given myself permission to really explore and home in on my preferences. I didn't know that my deepest desires actually mattered. As long as he could check a few basic boxes, being chosen and treated well and that was all I needed. We could work through whatever challenges came up. I'm sure that's fine for people who are content with a decent relationship. But I desire an AMAZING relationship.

This is what I got instead:

A month in, we'd be head-over-

heels in love, rushing into a committed relationship. A few months later, there would be signs of incompatibility. Pertinent conversations finally came up and I'd get that cringy "Uh-oh" feeling in my gut when the man would speak his truth. Sometimes there would be things that I required from a relationship that he was unable or unwilling to provide. And sometimes his personality just got on my damn nerves. Over time, I'd realize that I loved him for how he treated me, not for who he was... and I'd start planning my exit strategy. I've left a string of broken hearts in the aftermath of that pattern.

So now I'd like to explore the details and nuances of a man's personality that really light me up instead of rushing to "You're attractive, consistent and nice to me. **MUST BE LOCKED DOWN NOW**". I'm not giving out any more brownie points for the meeting the basic requirements of a relationship.

I would also love to explore what it feels like to date and actually be 100% unbothered by the outcome. How would I show up differently if I didn't feel the need to prove myself? It's one thing to TELL myself "This doesn't matter." It's another thing to KNOW "I have another date next week, so my future doesn't hinge upon whether or not you like me." In that scenario, the pressure would disappear, and it would feel safe to take my filter off.

This is not about "having options" or having men duke it out for my affections a la "The Bachelorette". I don't need any of that. It's literally "Hey, let's hang out and take off our masks and see if we connect and have

(continued on page 28)

12 EASY BUSINESSES TO START

BY SUSAN WARD

Want to start a business but don't have a lot of startup money or time to invest in developing specialized skills? Then you'll want to have a look at this list of ideas for easy businesses to start.

Each is a business that you can start inexpensively; some can be started for nothing if you already have the equipment. Every one of these suggestions will let you start a business quickly—in some cases, almost instantly. And all can be operated as home-based businesses.

Be warned though; these types of businesses are not suitable for a "get rich quick" plan. What these inexpensive, easy businesses offer to the person prepared to work at them is a good living and, of course, the satisfaction of being your own boss.



1 PET SITTING

More and more people are looking for someone to care for their pets when they can't. Professional pet caregivers come into the home to feed, walk, and play with the animal(s) while the owner is away. If you love animals and are knowledgeable about them, this could be a great business for you. According to the National Association of Professional Pet Sitters, in-home pet-care is one of the fastest-growing industries in North America today.

Requirements: Knowledge of and affinity with animals, good time-management skills. Currently, accreditation and special training are typically not required (although some states require a license). You should be bonded and insured.

2 RESIDENTIAL CLEANING SERVICES



Having your house cleaned by someone else is no longer only for the rich. With everyone getting busier all the time, more people than ever are willing to pay to get the benefits of a cleaner home and more free time to do things they consider to be more important. Residential cleaning services are normally provided on a once-a-month or once-a-week basis. All you need to start this business is some basic cleaning supplies. If you're an organized person who can build a clientele, you could do extremely well if you start a cleaning business.

Requirements: Knowledge of cleaning products and procedures, the ability to attract and keep reliable staff, and strong scheduling and organizational abilities.

Variations on the theme: Specialized cleaning services, such as blind cleaning.

3 DELIVERY SERVICES

Talk about an easy business to start—a vehicle and a good driving record and you're good to go. We're all familiar with the big names in the delivery industry, but that doesn't mean that there's no room for the little guy (or gal). If you can deliver things quickly and efficiently in your local area at a reasonable price, this may be a good business idea for you.

Requirements: Clean driving record and good driving skills, strong organizational skills, and a suitable vehicle—it may be necessary to transport large items.

4 GRASS CUTTING AND SNOW REMOVAL SERVICES

Some people still mow their own lawns or shovel their own snow. But many would rather pay someone else to keep their yard looking good. The great thing is that in many places, you can combine lawn care and snow removal and have a viable business all year long.

Requirements: Equipment, such as power mowers, edgers, etc. You need to be prepared to trim as well as to mow. You'll also need trucks equipped with blades for snow clearing, and basic mechanical knowledge to run and repair equipment.

5 SCRAPBOOKING

Scrapbooking has changed a lot in the digital age, but it's still a popular craft and a business idea that could be very profitable. Many people want a tangible collection of their favorite photos more than ever. You can start a business as a creator of original scrapbooks or by becoming a consultant for a scrapbook business that's already established.

Requirements: Artistic talent, knowledge of scrapbooking (which you can get through research and experience or by taking scrapbooking courses), materials to make scrapbooks, digital know-how if you decide to offer digital scrapbooking.





6 HAULING SERVICES

Ever try to fit a sheet of plywood into the back of one of those new compact SUVs? Then you know why the demand for hauling services is on the rise. Besides the size issue, there's are materials and goods that people don't want to haul in their own shiny vehicles, such as yard waste or loads of compost for the garden. All the things they don't want to or can't haul could turn into money in your pocket.

Requirements: A suitable vehicle or vehicles and a clean driving record. A strong back is handy if you're loading the material yourself.

Variations on the theme: Specializing in hauling a particular product, such as delivering loads of compost or soil for gardeners.

7 EBAY SELLING

Very few people haven't bought or sold something on eBay. But did you know that eBay is also a solid business idea? If you have an in-demand product that's suitable for online sales and shipping, eBay selling may be the way to go. It can be a much less expensive, simpler option than setting up your own online store. EBay offers all kinds of information to help you sell successfully—including eBay seminars.

Requirements: A worthy product or products, a computer, and knowledge of online selling and shipping.

8 GUTTER AND SIDING CLEANING

If you're willing and able to do things that other people don't want to do, you can get a viable business going. For many homeowners, chores such as gutter and siding

cleaning are right up there on the "I don't want to do that" list. Besides being messy, there's always an element of danger involved when people are working with ladders.

But the great thing about this inexpensive business idea is that these are chores that need to be done repeatedly, so once you've built up a clientele, you've created a regular flow of income—and there's nothing unpleasant about that!

Requirements: Ladders, hoses, buckets, etc. Have appropriate safety equipment and no fear of height.

9 EVENT PLANNING

Are you an extremely organized person who can work on a deadline? Do you handle crises well and have strong interpersonal and communication skills? Then event planning may be a great small business idea for you.

Obviously, event planners plan events. But you may not be aware of the scope of possibilities. Corporations, hotels, nonprofit organizations, municipalities, and government organizations all have a need for event planners to put together everything from conferences to pedestrian-only days.

Or you might specialize in a particular kind of event, such as becoming a festival or wedding planner. Best of all, you don't need a degree to become an event planner.

Requirements: Strong organizational, planning, and communication skills with an eye for detail and an ability to work to deadlines.

10 GARDENING AND LANDSCAPING SERVICES



Gardening has been one of the most popular hobbies throughout the U.S. and Canada for the last

few decades. Its popularity is only increasing, perhaps thanks to a growing interest in the freshness and quality of food that we put in our bodies.

But gardening is no armchair hobby. It takes time and work to make a garden flourish—two things that many would-be gardeners aren't able to provide. Working people with families are often short on time, and many aging gardeners have physical ailments that prevent them from doing all the outdoor work they would like to do.

Those are two problems you can solve by providing gardening or landscaping services. From basic weeding and spreading mulch to hardscaping, there are all kinds of business opportunities here for skilled, willing hands.

Requirements: Physical fitness and the knowledge of plants, gardening techniques, and possibly landscaping and design principles.

11 DJING



Love music? Then maybe DJing is the small business idea you've been looking for.

While many of us think of DJs as providing the nightly music in glitzy clubs packed with dancing hordes, that's only the tip of the iceberg when it comes to DJ opportunities. There are many more DJs performing at weddings, parties, and in venues such as small pubs than spinning tunes in big clubs.

Notice the use of the word "performing." To be a successful DJ, you need to have an entertaining personality as well as music-mixing skills.

Requirements: DJ and mixing skills, and the appropriate equipment—while some DJs spin vinyl records, others go digital with DJ apps. You'll also need the desire and ability to work nights and weekends, when most of the gigs are.

Variations on the theme: Specializing in a particular type of music or event. If you choose to do this, be sure you thoroughly research your market first.

12 PAINTING

Painting, whether exterior or interior, is another of those chores that many people don't want or have time to do, which makes it another of those chores that you can make money doing for them.

One of the great things about this inexpensive, easy business idea is that it's not seasonal—interiors can be painted any time of year.

Another is that, unlike a business idea such as DJing, painting is easily scalable. Once you have the clients, you can hire others and become a manager of your painting crew(s). Either way, it's relatively easy work that there's always a demand for.

Requirements: Physical ability, painting skills, and equipment such as brushes, drop sheets, and buckets.

Variations on the theme: Creative? Interior design or home staging might interest.



Submissions Open For 2020 American Black Film Festival's HBO Short Film Competition

Film submissions are now open for the American Black Film Festival (ABFF)'s 23rd Annual HBO Short Film Competition. The five filmmakers selected as finalists will receive a trip to the festival in Miami Beach, Florida (including airfare and hotel accommodations), which runs from June 17-21, 2020. The winning prize for the ABFF's HBO Short Film Award is \$10,000 and each finalist will receive \$5,000. In addition, all five films will be made available to stream on HBO.

The HBO Short Film Competition is regarded as one of the most prestigious short film showcases in the country. Prior winners include Ryan Coogler ("Black Panther"), Steven Caple Jr ("Creed II"), Kiel Adrian Scott ("The Bobby Brown Story"), Saladin K. Patterson ("The Big Bang Theory") and Ben Watkins ("Burn Notice").

HBO has been a presenting sponsor of ABFF since its inception in 1997 and is dedicated to furthering ABFF's mission to showcase quality film and television content by and about people of African descent. Last year's five finalists included "Cap," written and directed by Marshall Tyler, "Wednesday," written by Jessica D. Shields and directed by Daniel Willis, "Fisherman," written and directed by Zoey Martinson, "Evelyn x Evelyn," written and directed by Eric Pumphrey and "Flight," written by Kia Moses and co-directed by Kia Moses and Adrian McDonald.

Hosted by Bevy Smith ("Page Six TV"), the competition will be held in the New World Center Performance Hall on Friday, June 19, at 4:30 p.m. The winner will be announced during the Best of the ABFF Awards Presentation on Saturday, June 20 at 9:30 p.m.

For complete submission criteria and eligibility visit www.abff.com/submissions. Submission deadline is February 15, 2020 at 11:59 PT.

ABFF SOCIAL MEDIA:

- Twitter: @ABFF
- Facebook: American Black Film Festival
- Instagram: @AmericanBlackFilmFestival
- YouTube: American Black Film Festival
- Hashtags: #ABFF20, #WeAreABFF

Presenting Sponsors for the 2020 American Black Film Festival include HBO (Founding); Greater Miami Convention & Visitors Bureau and WarnerMedia.



Jeff Friday and Omari Hardwick



ABOUT ABFF:

ABFF Ventures LLC (ABFFV) is a Los Angeles-based entertainment company founded by Jeff Friday as a platform to produce live events, television and film focused on African American culture. Its mission is to entertain and inspire communities of color while promoting diversity and inclusion in Hollywood. Its tent-pole properties are the American Black Film Festival (ABFF), cited by MovieMaker magazine as "One of the Coolest Festivals in the World;" and "ABFF Honors," an annual awards ceremony saluting career achievement in film and television. In creating ABFF Ventures, CEO Jeff Friday channeled his passion for entertainment as well as his discomfort with the under-representation of people of color in Hollywood to create an organization with the ultimate goal of advocating for diversity within the industry. Through his vision and perseverance, ABFFV has become a highly respected enterprise, generating goodwill throughout the Hollywood and corporate communities. ABFF's momentum continues to build. In 2019, the company expanded its international footprint with the highly successful launch of ABFF London as part of its Global Film Series. In addition, the National Museum of African American History and Culture (NMAAHC) in Washington, D.C., has acquired ABFF photo-

graphs and other archival materials to be included in its permanent collection. With the support of major entertainment, media and consumer product companies, the ABFF continues to lead the way promoting diversity and inclusion, helping to open doors to opportunities in the motion picture and television industries.

ABOUT HBO:

HBO® is one of the most respected and innovative entertainment brands in the world, serving iconic, award-winning programming to 140 million subscribers globally. A subsidiary of WarnerMedia, HBO is the world's most successful pay TV service with an extensive array of programming that includes some of the most notable titles to be on television including Game of Thrones®, Big Little Lies®, Westworld®, The Sopranos®, Sex and the City®, Band of Brothers®, and The Wire®. In the United States, HBO® and sister network Cinemax® are available across multiple platforms including HBO On Demand®, Cinemax On Demand®, HBO GO® and MAX GO®, as well as HBO NOW®. Internationally, HBO branded services, including television networks and the stand-alone streaming product HBO GO®, are available in more than 70 countries across Asia, Europe, Latin America and the Caribbean. HBO and Cinemax programming is also sold into more than 150 countries worldwide.