

FOR IMMEDIATE RELEASE

June 10, 2024



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## Black Church Coalition Unveils Official Brand

*Igniting a New Era of Empowerment for Communities in Indiana*

INDIANAPOLIS, IN – The [Black Church Coalition \(BCC\)](#), the leading organizing vehicle for Black political empowerment in Central Indiana, proudly announces the launch of its new brand identity and an exciting partnership with LiveFreeUSA. This transformative collaboration marks a significant milestone in our mission to amplify Black voices and drive impactful political change across Indianapolis and beyond.

Since 2021, BCC has provided a political home for Black residents, addressing the need for a unified power structure within Marion County's nearly 30% Black population. With tremendous grassroots involvement, BCC has hosted over 30 events in 2023 alone, engaging 900 Black leaders and achieving significant legislative victories, including securing \$100 million for mental health crisis response in Indiana. Our efforts represent the most significant organizing movement in the last 70 years in the city of Indianapolis, a city which lacks the Black organizing legacy of places like Detroit and Chicago.

“BCC's new brand identity is a natural progression as we take steps to scale in organizing and building political participation,” said **Brandize Yerima, BCC leader** “As we continue to grow and evolve, our new brand identity reflects the strength, unity, and resilience of the Black Church Coalition. This rebrand marks a new era for us, symbolizing our unwavering commitment to empowering Black communities and driving political change.”

With the BCC's our new brand identity we are more energized than ever to continue our work. We call upon all community members, allies, and supporters to join us in this movement. Together, we can build a future where justice, equity, and political empowerment are within reach for every Black resident of Central Indiana.

“Recent engagement and openness from local leaders, like our meeting with Mayor Hogsett, shows that we are positioned to ensure our community's voice is heard and respected,” said **Lena Harvey, BCC leader**. “BCC's rebranding is a testament to our growth and our readiness to lead Central Indiana into a future of greater equity and justice.”

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### **About Black Church Coalition**

The Black Church Coalition (BCC) is the premier organizing vehicle in Central Indiana dedicated to empowering Black communities politically. Established in 2021, BCC provides a political home for Black residents of Indianapolis, advocating for justice, equality, and community empowerment.