

**FOR IMMEDIATE RELEASE**

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## **Georgia Hispanic Chamber of Commerce Partners with The Village Retail to Empower Local Businesses and Cultivate Stronger Communities**

Atlanta, GA —October 9, 2023 — The Georgia Hispanic Chamber of Commerce (GHCC) is delighted to unveil an exciting new partnership with The Village Retail's Pop-Up Market, a collaboration aimed at bolstering local businesses and fostering more resilient, united communities in the Atlanta area. This partnership underscores the dedication of both organizations to support small enterprises and enhance the quality of life for all Atlanta residents.

As part of this groundbreaking agreement, GHCC members will have an exclusive opportunity to participate in the vibrant artisan marketplace hosted by The Village Retail at Ponce City Market in Atlanta, GA. This marketplace will be open every Sunday from 12:00 pm to 5:00 pm, providing GHCC members with a unique platform to showcase their products, engage with a diverse audience, and expand their reach within the local community.

The partnership is set to be in effect until December 31, 2023, during which The Village Retail will extend special rates to GHCC members looking to participate in the marketplace. Furthermore, The Village Retail will extend invitations to GHCC members to partake in community events and activities that resonate with GHCC's core values and mission, further strengthening the sense of unity and collaboration.

GHCC, in its capacity, will play a pivotal role in identifying businesses within its network that can benefit from the exposure provided by The Village Retail's artisan Sunday marketplace. This outreach will offer invaluable opportunities for local Hispanic small businesses to thrive and prosper.

"We are thrilled to embark on this transformative partnership with The Village Retail," expressed Veronica-Maldonado-Torres, President, and CEO of the GHCC. "This collaboration exemplifies our steadfast commitment to empower and elevate Hispanic-owned businesses within our community. By working in tandem with Village Retail, we aim to create a more inclusive, prosperous, and interconnected Atlanta."

The Village Retail echoed their enthusiasm for the collaboration. Dr. Lakeysha Hallmon, Founder and CEO, at The Village Retail, stated, "This partnership is a testament to our shared vision of supporting and promoting the growth of underrepresented small businesses in our community. Together, we will initiate positive change and contribute to a more vibrant Atlanta."

The partnership between the Georgia Hispanic Chamber of Commerce and The Village Retail marks a significant stride towards promoting and sustaining Black and Hispanic small businesses in Atlanta. Both organizations are eager to explore additional avenues of collaboration and partnership in the future.

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#### About Georgia Hispanic Chamber of Commerce (GHCC):

Established in 1984, the GHCC is focused on advancing business formation, growth, and economic impact for Hispanics statewide through access to resources, education, and programming, as well as serving as an advocate for the community in all areas of business and government.

#### About The Village Retail:

Established in 2020, The Village Retail is focused on advancing Black, product-based businesses by providing retail, markets, and education opportunities that support the growth of the businesses. The Village Retail is dedicated to stimulating access and economic mobility that advances economic growth.