

FOR IMMEDIATE RELEASE

Building Local Legacies:

Empowering Entrepreneurs at the 9th Annual Black-Owned Business Expo



Fayetteville, Arkansas — On **Saturday, February 21, 2026**, the Fayetteville Town Center will once again host the **9th Annual Black-Owned Business Expo**, an inspiring and impactful celebration of small business excellence, economic empowerment, and community connection. With over **60 Black-owned vendors** participating each year—and a growing ecosystem of local supporters—this event continues to be a cornerstone for entrepreneurship in Northwest Arkansas.

This year introduces a powerful new addition: a **Kidpreneur Track**, designed to uplift the next generation of young, gifted, and entrepreneurial Black youth across NWA.

Why This Matters

Small businesses are the backbone of thriving communities. The Black-Owned Business Expo highlights the creativity, determination, and legacy-building efforts of Black entrepreneurs in Northwest Arkansas—many of whom are historically underrepresented and underfunded.

“Every dollar spent at a local Black-owned business does so much more than buy a product—it fuels dreams, funds families, and builds legacies,” said **Jasmine Hudson**, co-founder of Black Owned NWA. “We see the power of community support every year. This Expo is a rallying point for everyone who believes in the power of small businesses to create lasting change.”

A Legacy of Success

Since its founding, the Expo has brought together **thousands** of community members annually to shop, learn, and celebrate. In recent years, the event has generated significant revenue and visibility for small Black-owned businesses—helping many launch, scale, or reach new customers for the first time.

“This event plants seeds that keep growing long after the doors close,” said **J’Aaron Merchant**, co-founder of Black Owned NWA. “It’s about building generational wealth and creating opportunities for the entire community. When we come together, the possibilities are endless.”

New for 2026: Kidpreneur Track

For the first time, Black Owned NWA will reserve a select number of vendor spaces for **Kidpreneurs—young entrepreneurs under 18** who are already dreaming, building, and creating.

“We want young people to know: if you have a vision, there’s a place for you here,” said Hudson. “This track celebrates the brilliance of the next generation and gives them a platform to shine.”

Kidpreneur vendor fee: **\$50**

A parent/guardian must accompany each Kidpreneur.

The Economic Impact

Research shows that for every **\$100 spent at a local business**, about **\$68 stays in the community**, supporting jobs, schools, and local infrastructure. Events like the Black-Owned Business Expo magnify this effect—ensuring that Black-owned businesses and young entrepreneurs alike have the opportunity to grow and thrive.

Imagine if every household redirected just **\$20 a week** to Black-owned businesses nationwide. It could inject **billions** into these enterprises annually.

What to Expect

- **Over 60 Black-owned businesses** offering art, apparel, food, beauty products, baked goods, books, professional services, and more
 - A **family-friendly**, welcoming environment for all ages
 - Special recognition and vendor opportunities for **Kidpreneurs**
 - A meaningful way for the community to support local entrepreneurs and uplift Black-owned businesses
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Event Details

- **Date:** Saturday, February 21, 2026
 - **Time:** 11:00 AM – 4:00 PM
 - **Location:** Fayetteville Town Center (15 W Mountain St, Fayetteville, AR)
 - **Admission:** \$5 per person
Proceeds support small Black-owned businesses and help sustain the annual Expo.
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Why Admission Matters

The \$5 admission fee directly supports the infrastructure, accessibility, and long-term sustainability of the Expo.

“Your \$5 truly makes a difference,” said Hudson. “It helps ensure that our vendors have the resources they need and that we can continue creating a more equitable economic landscape in Northwest Arkansas.”

Join the Movement

The Black-Owned Business Expo is more than an event—it’s a celebration of Black entrepreneurship, a testament to community resilience, and a commitment to creating economic opportunity for all. By attending, you’re supporting local businesses, inspiring young entrepreneurs, and helping build a brighter, more inclusive future for Northwest Arkansas.

Get Involved

- **Become a Sponsor:** Support the Expo and invest in the local entrepreneurial ecosystem.
 - **Volunteer:** Help bring this high-impact event to life. Sign up [here](#).
 - **Vendor Registration:** Apply at <https://www.blackownednwa.org/the-expo-bonwa>
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About Black Owned NWA

Founded by **Jasmine Hudson** and **J’Aaron Merchant**, Black Owned NWA is dedicated to uplifting, connecting, and promoting Black-owned businesses in Northwest Arkansas. Through events, community programming, and partnerships, Black Owned NWA works to create economic opportunity, visibility, and belonging across the region.

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Let's Celebrate, Build, and Thrive Together

Mark your calendars for **February 21, 2026**, and join us at the Fayetteville Town Center for a powerful day of celebration, connection, and community impact. Together, we build legacies—one purchase, one story, and one business at a time.

Previous Year Pictures:

February 2024 Pictures: [here](#)

August 2023 Pictures: [here](#)

February 2023 Pictures: [here](#)

August 2022 Pictures: [here](#)

February 2022 Pictures: [here](#)

Pictures 2021: [here](#)

Pictures 2020: [here](#)

Previous Year Videos:

<https://www.youtube.com/@blackownednwa> Registration/Sign

Up:

<https://www.blackownednwa.org/the-expo-bonwa>

Social Media:

Facebook: www.facebook.com/blackownednwa

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