

PRESS RELEASE

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CREED GLOBAL MEDIA PARTNERS WITH HOUSTON MINORITY SUPPLIER DEVELOPMENT COUNCIL FOR #FINDYOURAUDIENCE WEB SERIES

Houston, Texas - Creed Global Media (CGM), a leading global media company headquartered in Houston, announces their web series collaboration (*#FindYourAudience*) featuring the Houston Minority Supplier Development Council (HMSDC).

#FindYourAudience is a periodic web series hosted by Creed Global Media, with partner organizations nationwide serving our non-profit and business sectors. This innovative series aims to connect businesses across the nation with valuable insights and resources to help them thrive in their respective industries. Each episode features discussions on industry-specific topics, emerging trends, and the transformative role of media and marketing in enhancing the value of offerings through collaboration. Join us as we explore the tools, technology, and tactics that empower organizations to grow and succeed.

HMSDC fosters meaningful and mutually beneficial connections between corporate members and minority business enterprises (MBEs). They provide MBE certification to companies that are at least 51% owned, operated and controlled on a daily basis by one or more American citizens of the following ethnicities:

- African American
- Asian American or Pacific Islander
- Hispanic American
- Native American

The *#FindYourAudience* collaboration offers MBEs invaluable insights on how to effectively identify and engage with their target audiences. CGM will share their expertise as HMSDC's media partner, delivering expert strategic communication and social media content creation services. Through HMSDC's Total Business Development Program, MBEs gain access to essential services designed to help them scale their business. This collaboration highlights the longstanding partnership between CGM and HMSDC, with both organizations committed to supporting business growth.

“We are excited to collaborate with Creed Global Media on the *#FindYourAudience* web series,” said Antoine Ferguson, Operations Manager at HMSDC. Both organizations are offering up to 30% off select services and a \$500 HMSDC grant towards those services, providing certified MBEs with savings of over \$5,700 on business growth solutions. “At HMSDC, we are always looking for innovative ways to connect our MBEs to the tools and resources they need to thrive, and this collaboration is another step in the right direction,” stated Ingrid Robinson, President and CEO of HMSDC.

The CGM/HMSDC *#FindYourAudience* web series will take place on October 30 and will be available for current and future HMSDC certified MBEs as well as businesses attending the upcoming HMSDC EXPO. Learn more about how Creed Global Media sets businesses up for success by visiting the CGM website. Read more about the collaboration here.

A stylized, cursive signature of Laura Diaz in white ink on a teal background.

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