

AMPLIFY LATINX, THE CITY OF LAWRENCE, THE CITY OF BOSTON AND BOSTON CITY COUNCILOR JULIA MEJIA JOIN TO HOST SECOND ANNUAL NATIONAL SUPPORT LATINO BUSINESS DAY

September 14, 2020, Boston, MA. —Amplify Latinx, the City of Lawrence, the City of Boston and Boston City Councilor At-Large, Julia Mejia are joining Support Latino Business (SLB), a nonprofit dedicated to highlighting the significant contributions of the Latino small business community, along with community organizations, business leaders and elected officials, to host the second annual National Support Latino Business Day on September 14, 2020. During these historic times, the Support Latino Business network has come together for a revolutionary call to action, created for the community by the community, with the sole mission of elevating Latino small businesses and their contributions to our nation.

To kick off Hispanic Heritage Month, Boston Mayor Martin J. Walsh and Lawrence Mayor Daniel Rivera have proclaimed September 14, 2020 “Support Latino Business Day” in Boston and Lawrence, respectively. Boston City Councilor At-Large Julia Mejia also filed a resolution declaring September 14th, 2020 Support Latino Business Day in the City of Boston. The public is invited to tune-in to the Support Latino Business Day virtual event taking place Monday, September 14, 2020 at 1:00 p.m. ET on Facebook LIVE at www.facebook.com/supportlatinobiz.

“Boston is a city of immigrants and especially now during COVID-19, we know it is crucial for our community to support our local small businesses. We are committed to supporting our Latino-owned businesses and therefore it is my pleasure to encourage my fellow Bostonians to celebrate Support Latino Business Day by shopping locally today and every day,” said Boston Mayor Martin J. Walsh. Boston set up a database of Black and Brown Business as a tool for residents to use to find and support these small businesses, which can be found at boston.gov/black-brown-businesses. The City of Boston encourages businesses to sign up to be featured on this database.

“Lawrence has always been powered by immigrants who came here to make a life for their families,” said Mayor Daniel Rivera. “Immigrant entrepreneurs are the backbone of the Lawrence economy, and after the 2018 Columbia Gas Disaster and now, a global pandemic, they need our support more than ever. On September 14th, and throughout Hispanic Heritage Month, I urge residents and friends of the City of Lawrence to support our immigrant entrepreneurs by shopping locally, supporting Latinx owned small businesses and encouraging our friends and family to do the same.”

Latino entrepreneurs are starting businesses faster than any other group, driving \$700 billion into the U.S. economy annually, according to a recent [Stanford University study](#). With a population of over 60 million, Latinos make up the country's largest ethnic group with a GDP of over \$2.3 trillion. Additionally, nearly 1 in 4 new businesses are Latino-owned, providing a key source for jobs. Latinos are the youngest and largest group of voters, workers, entrepreneurs, and consumers, [projected to grow](#) from 17 to 22 percent of the workforce by 2030. Over 10 percent of Massachusetts small businesses are Latino-owned and are contributing significantly to our job creation, our tax base and overall economic growth.

Due to COVID-19, Latino-owned businesses were hit harder than ever with slower sales, staff cuts, and closures among other realities. A July 2020 [MassInc Polling Group statewide survey](#) of 1800 small businesses led by Amplify Latinx and the Lawrence Partnership found that 69% of Latino small business owners experienced a revenue decrease of 25% or more in the first half of 2020, and 62% are open in a limited way. Latino-owned beauty and hair salons, restaurants, healthcare and retail businesses reported declines in revenue of 50% or more. This is why it's more important than ever to invest in inclusive economic growth by supporting Latino businesses and amplifying entrepreneurs who work tirelessly every day to give back to their community.

“Support Latino Business Day is a day to elevate Latino small businesses and their contributions to our nation,” Mejia said. “It is a day to remind each other of our own worth, and also educate others about the value and the beauty we bring to the city.” By highlighting and empowering the Latino business community, Support Latino Business Day will increase visibility for the generations of entrepreneurs in the Bay State who are the life-blood of their families and communities and who are changing the landscape of today’s economy.

Councillor Julia Mejia’s [COVID Business Ready](#) training program helped over 60 minority, immigrant, and black-owned beauty salon and barbershop owners in the City of Boston prepare to reopen their businesses during the age of COVID. “We always talk about wanting to go back to normal, but normal wasn’t working for us in the first place” Mejia said. “We need to build new pathways to engagement for Black and Brown businesses throughout the city that give them the tools they need to provide for their neighborhood.

Amplify Latinx and its partners will work with Support Latino Business Day to bring national visibility to the Latinx business in Massachusetts. These businesses can be found in Amplify’s [PowerUp business directory](#), a free directory featuring Latino owned businesses and resources to support their recovery and growth. “We are proud to partner with SLB again to recognize the contributions of our Latino-owned businesses in Massachusetts and advocate for the resources they need to stabilize and grow as integral players in our state’s economic recovery,” said Rosario Ubiera, Executive Director of Amplify Latinx. The Support Latino Business Initiative compliments various initiatives supporting Latino business owners, including Amplify Latinx’s [PowerUp Latinx Biz](#) initiative focused on increasing visibility, growth and economic opportunity for Latinx businesses.

In coming together, there is no limit to the endless opportunities we can make readily available to our Latino business community. The National Support Latino Business Day momentum will continue throughout Hispanic Heritage Month with workshops, events and social media highlights to elevate Latino-led businesses in every step of their business journey.

About Amplify Latinx

Amplify Latinx is a non-partisan, collaborative movement whose mission is to build Latinx economic and political power by significantly increasing Latinx civic engagement, economic opportunity and representation in leadership positions across sectors. It’s PowerUp Latinx Business Initiative is focused on increasing growth and economic opportunity for Latinx-owned businesses in MA. For more information or to join the business directory, visit: <https://powerup.amplifylatinx.co> and follow on social @AmplifyLatinx.

About Support Latino Business Day

Support Latino Business is a national community-led initiative shining a light on the significant economic contributions Latino businesses make, the jobs they help create, and the positive impact they bring to all local communities and the U.S. economy. One of the nation’s most diverse network of partners – including business leaders, owners, entrepreneurs, local activists, community organizations, elected officials, and corporate brands – come together to tell stories about the impact Latino businesses have today, and the endless possibilities they’ll be realizing tomorrow. For more information or to be a part of the Support Latino Business movement, visit: <http://supportlatino.biz/> and follow on social @SupportLatinoBiz.