

BLACK EXPO IS A DREAM COME TRUE

Dr. Rick Warren Created The Showcase Of Black Excellence, Progress And Unity 35 Years Ago To Honor Black History Month

It was said that “you can do good and you can do well,” by a young rising star on the motivational speaking circuit. A Black author also wrote that “success runs in our race.” It became a Best-Selling advice book that blends Black history with economic development and sustainment. These concepts of change based on building a stronger Black community that would not only survive, but thrive in a time when racism was viewed

as the norm is what motivated Dr. Rick Warren to create the Sacramento Black Expo in 1988.

Ironically, Dr. Warren had already held his first Black Expo event the five year earlier in Stockton, California while working as the editor of the Stockton Observer Newspaper, an African American publication sister to the Sacramento Observer.

The very idea that Black people could come together in harmony to an event that was developed to close the gaps of inequity in so many parts of society as it pertains to African Americans was one that Dr. Warren embraced at a young age and sought the means to make it a reality that would service the community.

“I knew it would be a monumental task, and I was sure that it would be a difference maker not only in the Black community but in other parts of society as well,” point out Dr. Warren. “You have to remember that back in the 1970’s, 80’s and even through the 1990’s White America was not interacting with Black America on a huge scale. The job market was still promoting discrimination; housing was in the midst of redlining, meaning Black people were being herded into certain neighborhoods; and the entire health system was guilty of mis-diagnosis, and undetermined treatment. There was a prevalent destructive lack of mental health services because of a ridiculous implementation of a policy that meant being locked away or left walking the streets thanks to then

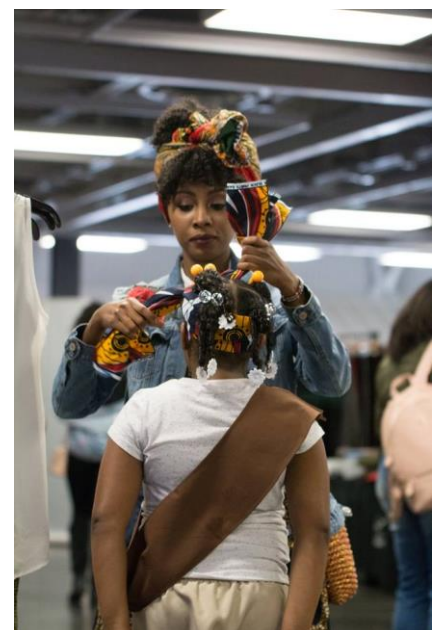
California Governor Ronald Reagan ideologies about Black and poor people,” Dr. Warren said.

With Sacramento being the State Capitol and a breeding ground for emerging Black leaders, Dr. Warren began the Sacramento Black Expo as a way of bringing opportunities for people into the community so they could connect with those who were willing to share those opportunities. This was an arduous task that took years to develop because of institutionalized discriminatory ways of thinking that were designed to ostracize an entire culture.

“It only makes good sense for people to unify by sharing opportunities. The buzz words of affirmative action, diversity and now equity and inclusion are a direct result of the Black Expo. We have been teaching and preaching those terms for almost 40 years so that equal access to homes, education, health



Dr. Rick Warren, Founder Of The Sacramento Black Expo/Black History Month Expo



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BLACK EXPO...

Where Fun, Families And Opportunity Highlight The Culture.
The Event Is The Preeminent Celebration Of Black History Month



and the dreams to create sustainable neighborhoods would be a reality,” Dr. Warren said.

Dr. Warren is preparing to celebrate the 35th Anniversary of Black Expo on February 24-26, 2023 at the Hyatt Regency downtown across from the State

Capitol building. The event will continue to build diversity, fight for equity and find ways so that Black people are included into the American Dream.

“The growth of Black businesses, the incredible intelligence of our Black young entrepreneurs; the way African Americans are building their own empires in a variety of industries are what the Black Expo sought out to be, and what Black Expo still is in today’s times.”

“Black History Month was started to celebrate the achievements of Black people in America. However, you must continue to make progress so that new achievers will always have an impact on the direction of American

history which is intricately connect to Black history. The two are inseparable, so we might as well come together as one,” smiled. Warren.

For more information Black Expo please visit www.blackexpoevents.org.

