

Beat: Entertainment

## **Igniting Brilliance and Empowering Excellence Danaya Azure Radio and Nexxlegacy**

### **Attend The WDB LEGACY. Awards Weekend**

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**USPA NEWS** - Igniting Brilliance and Empowering Excellence Danaya Azure Radio and Nexxlegacy Attend The WDB L.E.G.A.C.Y. Awards Weekend 2024

WDB Marketing successfully concluded its 7th Annual WDB L.E.G.A.C.Y. Awards Weekend, L.E.G.A.C.Y. (Leadership, Education, Growth, Advocacy, Community, and Youth)

This was a three-day extravaganza that celebrated and supported over 800 Black-owned businesses. The event, held from February 29th through March 2nd, provided a dynamic platform for inspiration, information, showcases, and networking opportunities, culminating in a gala celebration honoring inspiring and established entrepreneurs and their profound impact on communities.

The weekend served as a vibrant hub for local mom-and-pop businesses, not-for-profit organizations, and small to larger emerging enterprises. Events and activations were strategically designed to foster the exchange of ideas, covering crucial aspects of businesses, from job creation and networking to leadership. Connecting Black entrepreneurs of all sizes, the weekend offered valuable resources to help them grow their businesses, including access to financial institutions and corporate contracts. The event has directly circulated over \$1.5 million among Black-owned businesses, further solidifying its impact on the local economy.

[www.danayaazure.com](http://www.danayaazure.com)

#### **Day 2 of L.E.G.A.C.Y. Power Conference**

Held at the beautiful Greenwood Oasis, I gained so much knowledge regarding marketing, operations, financing, corporate procurement, and personal development. With an attendance of over 600 Black-owned businesses, the conference aimed to help entrepreneurs scale and grow their businesses. Rapper and astute entrepreneur Jay "Jeezy" Jenkins took the stage for a one-on-one exclusive interview with WDB Marketing Owner Keeana Barber, sharing insights from his successful journey in business and entrepreneurship.

#### **The WDB L.E.G.A.C.Y. Awards Gala**

Held at The Old Post Office, the gala connected 800 start-ups and seasoned business owners for networking and celebration. Highlights included a showcase of fifteen Black-owned restaurants and the presentation of The 2024 WDB L.E.G.A.C.Y. Awards to esteemed honorees, including Louis Carr (BET), Betty Clawson (Dudley Beauty College), Dee Robinson (Robinson Hill, Inc.), Lakeisha Gray-Sewell (Girls Like Me Project), Freddie Taylor (Urban Intellectuals). Lil Rel Howery received the Shining Light Award, and the Young Entrepreneur of the Year was awarded. The Mayor of Chicago Brandon Johnson opened the show.

#### **Article online:**

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