

FOR IMMEDIATE RELEASE

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**DETROIT HISTORICAL SOCIETY LAUNCHES NEW PROGRAM CELEBRATING
DETROIT'S BLACK ENTREPRENEURS**

DETROIT - A new, multi-year project at the Detroit Historical Museum will celebrate the inspiring stories of Detroit's Black entrepreneurs — linking contemporary business owners to the pioneers who set their course in an exhilarating series of exhibits and public programming.

The Hustle is the Detroit Historical Society's newest community engagement and exhibition project following in the footsteps of the award-winning Detroit67 project. Incorporating large-scale photography by Detroit photographers, oral histories, museum exhibits and events, public programming, school tours and a resource summit, this program strives to serve the unsung community members whose contributions are not always recognized through programming, exhibits and events. Through *The Hustle* The Society will document the history of Black Detroit businesses who are the backbone of their neighborhoods

Society CEO Elana Rugh says, "Our mission is to tell Detroit's stories and why they matter. No story is too big, or too small for our museums and we often say our goal is that our visitors will see themselves somewhere in our halls or on our walls. *The Hustle* will do that in a way that no other project ever has, and we are excited to celebrate these stories in our museum."

The Hustle is sponsored by The Gilbert Family Foundation, Toyota Motor North America, and AAA/The Auto Club Group. Additional funding was generously provided by Bank of America and JPMorgan Chase. "Toyota is proud to support this program showcasing the many Detroit Black unsung entrepreneurs that make this city thrive," said Alva Adams Mason, group manager, Multicultural Business Alliance and Strategy; and Multicultural Dealer Relations, Toyota Motor North America. "Toyota is focused on creating opportunities for all as we celebrate the differences that make us all unique and ensure not just a seat at the table, but a ticket to the party and a spot in the driver's seat. The Detroit Historical Society's *The Hustle* is aligned to our mission of shining a light on building a marketplace with limitless possibilities for all." "Detroit's entrepreneurs, especially our Black entrepreneurs, are the backbone upon which this city was built," added Jasmin DeForrest, Director of Arts & Culture for the Gilbert Family Foundation. "We are grateful to the Detroit Historical Museum for lifting up their voices and their stories for the world to hear."

To identify Detroit entrepreneurs that exemplify *The Hustle*, the Society is crowdsourcing nominations throughout May and June 2022. Nominations can be made through the website at detroithistorical.org, on paper ballots available at the Detroit Historical Museum and at neighborhood community meetings and town halls where *The Hustle* will be discussed.



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Anyone can nominate a business or business owner by visiting detroithistorical.org/hustle or by dropping a nomination in one of the community ballot boxes located around the city. Locations of ballot boxes can be found on the website. Nominations will close on June 30, 2022.

The **Detroit Historical Society** is an independent non-profit organization that manages the Detroit Historical Museum in Midtown and the Dossin Great Lakes Museum on Belle Isle, while caring for an outstanding collection of 250,000+ historic artifacts. The Society presents hundreds of educational tours, programs, workshops and lectures annually. Founded in 1921, Detroit Historical Society has worked for 100 years to foster an appreciation of our region's rich history, telling Detroit's stories and why they matter.

The Dossin Great Lakes Museum is located at 100 Strand Drive on Belle Isle. A small admission fee is in effect as of January 28, 2022. Permanent exhibits include *Built by the River* in the John A. and Marlene L. Boll Foundation Gallery, the *Miss Pepsi* vintage 1950s championship hydroplane, the *Gothic Room* from the *City of Detroit III* in the Polk Family Hall, a bow anchor from the *S.S. Edmund Fitzgerald*, the pilothouse from the Great Lakes freighter *S.S. William Clay Ford* in the Wayne and Joan Webber Foundation Gallery and one of the largest known collections of scale model ships in the world. For more information, visit detroithistorical.org.
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Comment [1]: community ballot boxes