

CULTURE CREATORS

Innovators & Leaders Awards

OFFICIAL PRESS KIT · 2016 – 2026

Founded by Joi Brown · Los Angeles, CA
culturecreators.com · culturecreatorsfoundation.com

A DECADE OF BLACK EXCELLENCE IN CULTURE

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1. ORGANIZATION OVERVIEW

Culture Creators is the preeminent Black-owned empowerment platform dedicated to connecting global cultural pioneers with the next generation of diverse creators. Founded in 2016 by entertainment executive Joi Brown, Culture Creators operates at the intersection of cultural celebration, corporate inclusion, and academic empowerment.

Over nine consecutive years, Culture Creators has established itself as the most sought-after gathering during BET Awards Weekend in Los Angeles -- recognized industry-wide as 'Culture's Biggest Brunch.' Coverage spans Billboard, Variety, The Hollywood Reporter, VIBE, Essence, Ebony, Forbes, People, Page Six, ELLE, TMZ, The Grio, The Root, AllHipHop, HipHopDX, Hollywood Unlocked, Baller Alert, Blavity, Black Enterprise, MadameNoire, The Source, Sheen Magazine, and 30+ additional outlets.

9

Annual Brunches

35+

Universities Reached

\$300K+

Scholarships Awarded

55+

Press Articles Indexed

At a Glance

- **Founded:** 2016 by Joi Brown
- **Headquarters:** Los Angeles, California
- **Flagship Event:** Annual Innovators & Leaders Awards Brunch (BET Awards Weekend, June)
- **Nonprofit Arm:** The Culture Creators Foundation (501(c)(3)), est. 2023
- **President:** Darius Hines
- **Focus Areas:** Entertainment diversity, HBCU & college pipeline, Black cultural excellence
- **Website:** culturecreators.com / culturecreatorsfoundation.com

2. FOUNDER BIOGRAPHY -- JOI BROWN

Joi Brown is the visionary Founder and CEO of Culture Creators, the Black-owned empowerment platform that has become a defining voice at the intersection of entertainment, diversity, and cultural leadership. A Howard University alumna and member of Delta Sigma Theta Sorority, Inc., Brown brings over two decades of music industry experience.

Brown served as SVP of Marketing & Brand Partnerships at Atlantic Records, executing campaigns for Cardi B (Reebok, Google Pixel), Lizzo (Lane Bryant THIS BODY campaign), Missy Elliott (Beats by Dre), Rita Ora (Absolut Vodka), K. Michelle (Jack Daniel's Tennessee Whisky), and Sean Paul. She also served as Head of Strategic Partnerships at ICM Partners.

In 2016, Brown founded Culture Creators -- born from a 2015 kickoff party with D-Nice and DJ Clark Kent. Today she leads a multifaceted enterprise spanning awards events, corporate D&I consulting, HBCU scholarship programming, brand partnerships, a podcast, and the Culture Creators Foundation. She serves on the Board of Directors of MUSIC WILL, a national nonprofit bringing music education to public school children.

Recognition & Honors

- ADCOLOR Music Award -- 2023
- Essence Magazine Power 40 -- 2023
- Billboard Women in Music honoree
- Honorary Doctor of Humane Letters -- Rider University, 2024
- Living Legends Foundation honoree -- 2024
- Women's Entrepreneurship Day Organization (WEDO) Pioneer Award
- National Urban League recognition
- Board of Directors -- MUSIC WILL
- Featured in Forbes, ELLE, Ebony, People, Billboard, and MadameNoire

3. MISSION & PROGRAMS

Culture Creators' mission is to amplify marginalized voices, bridge the gap between global cultural pioneers and the next generation of diverse creators, and ensure substantive influence, economic growth, and a robust talent pipeline across industries lacking diversity.

Annual Innovators & Leaders Awards Brunch

The flagship event held each June during BET Awards Weekend in Los Angeles. An invite-only gathering honoring trailblazers across music, media, technology, fashion, sports, film, and business. Grown from 200 guests at Mr. C Beverly Hills (2016) to the Beverly Hilton International Ballroom (2017-2024) and Fairmont Century Plaza (2025).

The Culture Creators Foundation (501(c)(3))

Bridges the gap from high school through college graduation for underrepresented students. Provides scholarships, resources, curriculum supplementation, mentorship, and membership across 35+ colleges and universities. Awarded over \$300,000 in scholarships in its inaugural year.

Howard University Scholarship

First established at the inaugural 2016 brunch. Awarded to Howard University graduating seniors pursuing careers in creative arts and media.

HBCU Collegiate Summit

First launched October 21, 2019 in Washington, D.C. in partnership with Hilton and Morgan Stanley. Designed for ideation, corporate recruitment, and leadership training.

Warner Music Group HBCU Intensive Program

A paid, week-long immersion for HBCU rising sophomores in partnership with Warner Music Group. Students gain real-time music industry experience, mentorship, and internship access in NYC, LA, Miami, or Nashville. Housing subsidies provided.

Culture Chats Podcast

Hosted by Joi Brown. Available on Apple Podcasts and PodBean. Raw conversations with innovators and disruptors across fashion, music, technology, film, and business.

Empowered Women Campaign

Annual Women's History Month campaign spotlighting Black women across business, sports, music, and technology. Marquee partnership: 2021 CIROC x Combs Enterprises x Culture Creators with ELLE Magazine as exclusive print and digital partner. Runs annually.

4. ANNUAL EVENT HISTORY (2016-2025)

2016 -- 1st Annual -- Mr. C Beverly Hills

- **Theme:** Inaugural
- **Host:** Laz Alonso
- **Partners:** Seagram's Gin, REVOLT TV
- **Notable:** 200+ guests. Andre Harrell (ICON). Katt Williams surprise acceptance went viral. DJ Drama, Estelle, Bevy Smith, Laz Alonso attended. Howard University Scholarship established.

2017 -- 2nd Annual -- Mr. C Beverly Hills (VIBE co-presenting)

- **Theme:** VIBE Magazine Media Partnership
- **Host:** Laz Alonso (MC)
- **Partners:** Motions Hair, Ciroc (co-presenting); VIBE Magazine (media partner)
- **Notable:** Russell Simmons (ICON, surprised), Tiffany Haddish (Innovator). Charlamagne Tha God, Angela Rye, Kevin Liles, D-Nice, Jesse Collins, Valeisha Butterfield-Jones honored. Darius Hines (President) introduced.

2018 -- 3rd Annual -- Beverly Hilton + Pre-Grammy NYC

- **Theme:** Game changers
- **Host:** AJ Calloway & Tanika Ray
- **Partners:** Remy Martin, The Mane Choice, Morgan Stanley, Beats by Dre
- **Notable:** Sylvia Rhone (ICON) presented by DJ Khaled; Jemele Hill (Defiance Award); Kenya Barris, Charles D. King, Fatima Robinson honored. Will.i.am, John Singleton attended. 500-cap ballroom. ALSO: Culture Creators x Remy Martin Pre-Grammy Party Jan 27 at Megu NYC with Ne-Yo, DJ Clark Kent, Chase B, Casanova.

2019 -- 4th Annual -- Beverly Hilton International Ballroom

- **Theme:** C-Suite expansion
- **Host:** N/A
- **Partners:** Hilton, Don Julio Tequila, Pepsi, Lexus
- **Notable:** Byron Allen (ICON), Marsai Martin (Innovator). Nipsey Hussle Social Action Award (posthumous). Quality Control's Coach K & Pierre Thomas honored. First-ever C-Suite day-long panel event. Forbes interview with Joi Brown. Cardi B, Yara Shahidi, Lena Waithe, Michael Ealy among attendees.

2021 -- 5th Annual -- Beverly Hilton (+ YouTube stream)

- **Theme:** Pandemic resilience
- **Host:** DeMarco Morgan & Tanika Ray
- **Partners:** YouTube, CIROC, Procter & Gamble, Coin Cloud, Lexus, Ellis Isle Tea
- **Notable:** Swizz Beatz (ICON), D-Nice (Innovator). H.E.R., JaVale McGee, Baron Davis, Cari Champion, Zerina Akers, George Wells, Shanti Das honored. Jensen McRae & Yung Baby Tate performed. Streamed live YouTube July 1. Empowered Women x CIROC x ELLE launched March 8.

2022 -- 6th Annual -- Beverly Hilton

- **Theme:** Netflix Black Storytellers
- **Host:** Tank & Coco Jones
- **Partners:** Netflix (presenting), CIROC, Pivotal Ventures, Lexus, Morgan Stanley
- **Notable:** L.A. Reid (ICON) presented by Usher; Robin Thede (Innovator). Shari Bryant, Rashad Bilal & Troy Millings, Nicole Lynn, Kendrick Sampson, Brandice Daniel honored. New awards: Community Advocate (Pinky Cole), Blog of the Year (Baller Alert), HBCU Rising Culture Creator (Lea Ademilola). Amber Riley performed. Netflix Strong Black Lead Portrait Studio activation.

2023 -- 7th Annual -- Beverly Hilton International Ballroom

- **Theme:** 50th Anniversary of Hip-Hop
- **Host:** Gia Peppers
- **Partners:** Netflix Strong Black Lead, Pronghorn Company, Lexus
- **Notable:** Busta Rhymes & MC Lyte (dual ICONs); Chloe x Halle (Innovator). Troy Carter, Karl Kani, Laurieann Gibson, Chris Robinson, Candace Rodney, Stephen Hill, Flau'jae Johnson honored. Netflix summer sizzle reel debuted. One day before Busta's BET Lifetime Achievement Award.

2024 -- 8th Annual -- Beverly Hilton International Ballroom

- **Theme:** Foundation / Campus Changemakers
- **Host:** Gia Peppers
- **Partners:** BET, Moët Hennessy, Lexus, The Doux, Afro Unicorn, Rap Snacks
- **Notable:** Lorrie Bartlett (ICON, Lee Daniels presenting); Teyana Taylor (Innovator, Lena Waithe presenting). Connie Orlando, Monique Idlett, Tai Beauchamp, Claire Sulmers, Alencia Johnson, Cecil White honored. Portrait Studio (Howard Univ. student Kaleo Rodriguez). Joey Bada\$\$ & Quentin James conversation. Raheem DeVaughn & Infinity Song performed.

2025 -- 9th Annual -- Fairmont Century Plaza

- **Theme:** The Stories We Tell
- **Host:** Gia Peppers
- **Partners:** Moët Hennessy, Lexus
- **Notable:** Larry Wilmore (ICON, Robin Thede presenting); Keke Palmer (Innovator). Kandi Burruss (Trailblazer), Joy-Ann Reid (Media), Tasha Smith (TV/Film), Tina Davis (Music), Kimberly Blackwell (Business). Mayor Karen Bass welcomed guests. Mimi Brown premiered docuseries 'To Altadena, With Love.' Alex Isley & MAJOR performed; DJ Aktive on decks.

5. COMPLETE HONOREE REGISTRY

Year	Edition	Icon Award	Innovator of the Year
2016	1st	Andre Harrell	—
2017	2nd	Russell Simmons	Tiffany Haddish
2018	3rd	Sylvia Rhone	Jesse Collins
2019	4th	Byron Allen	Marsai Martin
2021	5th	Swizz Beatz	D-Nice (Derrick Jones)
2022	6th	L.A. Reid	Robin Thede
2023	7th	Busta Rhymes & MC Lyte (dual)	Chloe x Halle (Bailey Sisters)
2024	8th	Lorrie Bartlett (CAA)	Teyana Taylor
2025	9th	Larry Wilmore	Keke Palmer

Additional Honorees by Category

- **Business / Finance:** Lauren Wesley Wilson (ColorComm), Kimberly A. Blackwell (2025), Candace Rodney, Monique Idlett (Reign VC), Rashad Bilal & Troy Millings (Earn Your Leisure), Tai Beauchamp, Dawn Dickson, Rashaun Williams, George Wells
- **Technology:** Valeisha Butterfield-Jones (Google), Iddris Sandu, Troy Carter, Alton Glass, Kudzi Chikumbu (TikTok), Rodney Williams
- **Fashion:** Antoine Phillips (Gucci VP), Jason Bolden, Karl Kani, Brandice Daniel (Harlem Fashion Row), Zerina Akers, Wayman+Micah, Claire Sulmers (Fashion Bomb Daily), Brea Stinson, June Ambrose
- **Media / Journalism:** Jemele Hill (Defiance Award 2018), Joy-Ann Reid (Media Award 2025), Angela Rye, Charlamagne Tha God, Kenny Burns, Cari Champion, Datwon Thomas (VIBE EIC)
- **Sports:** Flau'jae Johnson, JaVale McGee, Baron Davis, Cecil White (WME Sports), Nicole Lynn (Klutch Sports), Carlos Fleming, Alexys Feaster (NBA)
- **Film / TV / Music:** Charles D. King (MACRO), Kenya Barris, James Lopez (Will Packer), Ethiopia Habtemariam, Kevin Liles (300 Ent.), Shari Bryant (Roc Nation), Stephen Hill, Chris Robinson, Laurieann Gibson, Rikki Hughes, Tina Davis (2025), Tasha Smith (2025), Connie Orlando (BET)
- **Community / Social:** Kendrick Sampson, Pinky Cole (Slutty Vegan), Maya & Brian Smith (The Doux), Stefani Brown-James (Collective PAC), Shanti Das (Silence the Shame), Alencia Johnson, Kristi Henderson
- **Social Action:** David Gross & Steve 'O' Carless (on behalf of Nipsey Hussle, 2019 posthumous)
- **Blog of the Year:** Baller Alert (2022 -- inaugural; Baller Alert is also a confirmed press partner and award recipient)
- **HBCU Rising Culture Creator:** Lea Ademilola (2022 inaugural recipient)
- **Trailblazer Award:** Kandi Burruss (2025 inaugural recipient)

6. BRAND & SPONSOR HISTORY

- **2016:** Seagram's Gin (title), REVOLT TV (brand partner & social amplifier -- REVOLT's Andre Harrell was the ICON honoree as REVOLT Vice Chairman)
- **2017:** Motions Hair (co-presenting), Ciroc, VIBE Magazine (media partner)
- **2018:** Remy Martin (presenting), The Mane Choice, Morgan Stanley, Beats by Dre
- **2019:** Hilton (presenting), Don Julio Tequila, Pepsi, Lexus
- **2021:** YouTube (partnership), CIROC, Procter & Gamble, Coin Cloud, Lexus, Ellis Isle Tea
- **2022:** Netflix (presenting), CIROC (empowered partner), Pivotal Ventures, Lexus, Morgan Stanley
- **2023:** Netflix Strong Black Lead (presenting), Pronghorn Company (empowerment), Lexus
- **2024:** BET (presenting), Moët Hennessy (powered by), Lexus (driven by), The Doux, Afro Unicorn, Rap Snacks
- **2025:** Moët Hennessy (presenting), Lexus (powered by)

Corporate D&I Consulting Clients

- Warner Music Group -- HBCU Intensive Program
- Netflix -- Strong Black Lead partnership (2022-2023)
- BET -- Title sponsor (2024)
- JBL/Harman -- Multicultural audience engagement
- Sony/TriStar -- Multicultural marketing
- Showtime/Paramount -- Diversity recruiting
- Hilton -- HBCU Collegiate Summit (2019)
- Morgan Stanley -- Brunch sponsor (2018, 2022) & HBCU Summit co-presenter

7. EMPOWERED WOMEN PLATFORM (CIROC X ELLE)

The Empowered Women platform uplists, spotlights, and raises a glass to an eclectic and dynamic group of entrepreneurs, creatives, and businesswomen. First launched in 2016 by Combs Enterprises' women-led executive team and expanded significantly from 2021 onward in a landmark partnership.

On March 8, 2021 (International Women's Day), CIROC Ultra-Premium Vodka and Combs Enterprises announced a partnership with Culture Creators to honor 50 inspiring women -- with ELLE Magazine secured as the exclusive print and digital media partner. Ingrid Best (VP Global Marketing, Combs Enterprises) confirmed: 'It is an honor to continue to build and strengthen the Empowered Women platform alongside Culture Creators and ELLE Magazine.' Three inaugural March honorees were profiled in ELLE's physical magazine. A second April 2021 cohort focused on Financial Literacy Month. Total: 50 honorees across five categories: Social Impact, Technology, Entertainment, Art & Style, and Business.

2021 March Inaugural Cohort (ELLE Magazine profiled)

- Iman (supermodel)
- Valeisha Butterfield-Jones (Recording Academy)
- Sarah Jakes Roberts (author/entrepreneur)
- Morgan DeBaun (Blavity founder)
- Brianna Agyemang & Jamila Thomas (music industry)
- Vanessa Garrison & T. Morgan Dixon (GirlTrek)
- Yvette Noel-Schure, Alencia Johnson, Adrienne Lofton, Caroline Yim, Dawn Dickson, Donna Stewart, Heather Lowery, Stephanie L. Young, Fadia Kader

2021 April Cohort (Financial Literacy Month)

- Brandice Daniel (Harlem Fashion Row)
- Gail Mitchell (Billboard Magazine Executive Director R&B/Rap)
- Grace James (SVP Marketing, Atlantic Records)
- Ashley Kalmanowitz (VP Publicity, Atlantic Records)
- Jaia Thomas (Diverse Representation)
- Justina Omokhua (SVP Brand Marketing, Endeavor)
- Angela Christine Stevens (Conscious Curls), Anastasia Williams, Kimberly M. Jenkins

8. COLLEGE & HBCU PROGRAMS

Culture Creators Foundation: Active 501(c)(3). \$300K+ in scholarships in inaugural year. 35+ colleges and universities. Campus Changemakers scholarship cohort (inaugural 2024), curriculum supplementation, industry mentorship, membership network.

Howard University Scholarship: Established at inaugural 2016 brunch. Awarded to graduating seniors pursuing careers in creative arts and media.

C2 Summit (HBCU Collegiate Summit Series) -- 2019-2020

The C2 Summit is Culture Creators' major initiative to engage, mentor and provide recruitment opportunities to students of color from HBCUs and all public/private educational institutions. The summit hosts C-Suite executives, thought leaders, and entrepreneurs across business, entertainment, fashion, sports, and more -- offering students one-on-one mentorship, recruitment opportunities, and career coaching.

- **1st C2 Summit (Oct 21, 2019, Washington D.C.):** Presented by Hilton and Morgan Stanley. First-ever in-person HBCU summit. Breakout sessions, speed mentoring, pitch competition. Covered by Variety.
- **2nd C2 Summit (May 18-21, 2020, Virtual):** Partners: Morgan Stanley, Microsoft & Microsoft Stores (new sponsor; delivered via Microsoft Teams). 4-day digital experience. ~300 HBCU students attended. Speakers: Steve Pamon (Parkwood Entertainment COO/Beyonce's manager), Julie Greenwald (Atlantic Records Chairwoman/COO), James Lopez (Will Packer Productions), Carlos Fleming (Endeavor-WME), Rich Antoniello (Complex Networks), Marc Byers (Motown GM), Danielle Lee (NBA Chief Fan Officer), Jeffrey Swierk (MasterCard), James Lindsay (Rap Snacks CEO), Shanti Das (Silence the Shame). Special session on mental health during COVID.
- **3rd C2 Summit (Nov 21-22, 2020, Virtual -- TV, Film & Finance):** Partners: ViacomCBS, Morgan Stanley. Speakers: DJ Envy (Breakfast Club host), Kim Paige (EVP Chief Brand Officer, BET), Kelley Garner (VP/EIC Nickelodeon), Monica Macer (MacGyver showrunner, CBS), Angela Davis (Celebrity Life Coach), John Thibodeaux (Late Show with Stephen Colbert writer), Tiyale Hayes (SVP Consumer Insights, BET), Yolanda Cochran (SVP Productions, Kids/Family, ViacomCBS), Meghan Hooper (EVP/Head of Original Movies, ViacomCBS).

WMG HBCU Intensive Program: Paid, week-long immersion for HBCU rising sophomores. NYC, LA, Miami, or Nashville. Housing subsidies. Partnership with Warner Music Group.

Campus Changemakers (2024): Inaugural Foundation cohort. 35+ colleges. Funds raised at 8th Annual Brunch support 2024 Academic School Year Scholarship Program.

Culture Creators Portrait Studio (2024): Inaugural brand activation at 8th Annual Brunch. Helmed by Howard University senior Kaleo Rodriguez.

Lil' WeezyCon x Culture Creators Foundation (Nov 2, 2024 -- New Orleans)

In October 2024, Live Nation Urban and the Culture Creators Foundation launched Lil' WeezyCon as a new addition to Lil' Wayne's annual Lil' WeezyAna Fest. Held November 2 at The Fillmore New Orleans (10am-5pm), the convention brought together creators, artists, thought leaders, and young professionals for

panels, networking, and community engagement. Students from Dillard University produced the event; volunteers from LSU, Xavier University, and neighboring institutions supported community outreach. Speakers and brands included Amazon Music, Afro Unicorn, Live Nation, Udio, and SoundExchange, covering topics including music business trends, creative entrepreneurship, media representation, and social impact. Brandon Pankey, VP of Live Nation Urban: 'Tapping the Culture Creators Foundation to help us create Lil' WeezyCon felt like the perfect way to engage the community and bring college students into the mix.' Joi Brown: 'This is an incredible opportunity for our community to connect, share knowledge, and build meaningful relationships while celebrating the culture that drives us all.'

Karl Kani x Culture Creators: Creators Collection (Fashion, 2025)

In early 2025, Culture Creators launched the Creators Collection -- a high-end luxury athleisure brand -- with streetwear legend Karl Kani as its first collaborating designer. The connection was forged when Karl Kani was honored at the 7th Annual Culture Creators Brunch in 2023; Kani said: 'I loved what she was doing. Our brands represent the street and the culture.' The limited-edition capsule collection features premium sheepskin leather jackets, oversized hoodies, and wool-cotton blend beanies. Available exclusively at [CreatorsCollection.com](https://creatorscollection.com) and select pop-up experiences. The collaboration also includes a mentoring program for HBCU designers ages 16-24 through the Culture Creators Foundation. Karl Kani's brand does \$200M in global sales; his European distribution partner Snipes (750+ stores in EU/US) plans to bring the Karl Kani collection to U.S. Snipes activations starting at the Flatbush, Brooklyn outpost -- as noted in the WWD article. Covered by WWD (Women's Wear Daily), Footwear News (FN, sister publication to WWD under Fairchild/Penske Media), Essence, and USBC Network.

9. AGENCY CLIENT WORK -- JBL SOUND SESSIONS & SNIPES HBCU CAMPUS CHANGEMAKERS

Culture Creators operates a full-service agency and strategic consultancy arm that produces brand activations, experiential events, and D&I campaigns for major corporate clients. The agency leverages Culture Creators' network, curatorial expertise, and community trust to create authentic connections between brands and multicultural audiences -- particularly within Black entertainment, HBCU communities, and lifestyle culture. Below are two flagship agency engagements with documented press coverage.

JBL Audio x Culture Creators -- Sound Sessions, Martha's Vineyard (2021-2022)

JBL Audio (Harman International) engaged Culture Creators as the curatorial and production partner for two consecutive editions of the JBL Sound Sessions at Martha's Vineyard -- one of the most prestigious Black cultural gathering spots in America. Culture Creators was responsible for talent curation, program design, and on-site event production for both events.

Event 1 -- JBL Sound Sessions / Sala Series (July 28, 2021): Martha's Vineyard HBCU Legacy Week. Venue: The Loft (afternoon panel) + Restaurant Bettini (evening dinner / fireside chat), Oak Bluffs, MA. Culture Creators curated a two-session day anchored around the Jamla Records team -- Grammy-nominated rapper Rapsody, engineer Young Guru, and producer 9th Wonder -- discussing their HBCU experiences, music careers, and creative inspiration. The evening session was moderated by Culture Creators founder Joi Brown. A surprise attendee, world-renowned DJ D-Nice (who was vacationing on the Vineyard), joined the event and was honored by JBL for his Club Quarantine contributions during the pandemic. Also in attendance: Ralph Santana (Harman International EVP/CMO), Peter Farnsworth (Fox Rock Partners, Sala Series originator), and Datwon Thomas (VIBE Editor-in-Chief, who moderated the afternoon session). The event was produced in partnership with Fox Rock Partners, whose Sala Series draws from the tradition of 17th-18th century European intellectual salons. Published by VIBE magazine in full detail.

Event 2 -- JBL SoundSessions at MVAFF (August 11, 2022): 20th Annual Martha's Vineyard African American Film Festival (MVAFF). Culture Creators produced the JBL SoundSessions activation at MVAFF -- one of the most coveted Black cultural events of the summer season. The evening featured a live talkback between acclaimed actress Regina Hall and Kheri Holland Tillman (VP of Global Brand Development, HARMAN International), diving into representation in Hollywood, breaking barriers, and being Black women in the entertainment industry. The session was followed by an exclusive advance screening of Focus Features' satirical comedy 'Honk for Jesus. Save Your Soul.' (directed by Adamma and Adanne Ebo; starring Hall alongside Sterling K. Brown and Nicole Beharie), released to theaters and Peacock September 2, 2022. The event was announced by Deadline alongside Tracee Ellis Ross and Yara Shahidi programming and covered post-event by EBONY magazine.

JBL x Culture Creators -- Press Coverage

PUBLICATION	YEAR	HEADLINE / LINK
VIBE	2021	Rapsody, Young Guru & 9th Wonder Speak On Music and HBCU Life for Culture Creators and JBL Audio's 'Sound Sessions' Series (Full Event Recap, July 28 Martha's Vineyard)
Deadline	2022	Martha's Vineyard African American Film Festival Announces Additional Programming Including Regina Hall -- 'JBL Sound Sessions will feature renowned actress Regina Hall at 8 p.m.' (Official MVAFF announcement)
Yahoo! Entertainment	2022	Martha's Vineyard African American Film Festival Announces Additional Programming That Include Regina Hall, Tracee Ellis Ross And Yara Shahidi (Deadline syndicated -- JBL Sound Sessions with Regina Hall confirmed)
EBONY	2022	Regina Hall Taps Into Her Inner Baptist Church Lady for 'Honk For Jesus' -- interview conducted at JBL SoundSessions at MVAFF; Kheri Holland Tillman (HARMAN VP) talkback noted
A-Frame (Academy of Motion Picture Arts & Sciences)	2022	2022 Martha's Vineyard African American Film Festival: Everything to Know -- mentions Regina Hall attending to screen Honk for Jesus and participate in JBL Q&A

SNIPES x Culture Creators Agency -- Campus Changemakers Program (HBCU Homecoming, Fall 2025)

Culture Creators Agency was engaged by SNIPES USA as the strategic and on-campus activation partner for SNIPES' HBCU homecoming programming, launching the Campus Changemakers Program at Morehouse College, Spelman College, and Hampton University during Fall 2025 homecoming season.

Through the Campus Changemakers Program, Culture Creators Agency trained selected HBCU students at each school to serve as campus brand ambassadors -- organizing events, building community, and developing real-world skills in streetwear marketing, event production, and brand management. The program offered mentorship, micro-grants, and career pathways bridging classroom learning with professional opportunity. Culture Creators also produced and staffed on-site homecoming activations at all three campuses. SNIPES USA CMO Kelley Walton (herself an HBCU graduate) stated: 'Our work with HBCUs goes far beyond a campaign -- it's a commitment. As an HBCU graduate myself, I understand the transformative power these institutions hold.'

Campuses Activated (Fall 2025): Morehouse College (Atlanta, GA) -- Homecoming Yard Hub + Hip-Hop Concert, October 18; Spelman College (Atlanta, GA) -- Spelhouse Homecoming; Hampton University (Hampton, VA) -- Homecoming Weekend, October 25. Culture Creators led on-campus engagement activations at all three schools, bringing the SNIPES x Campus Changemakers partnership to life through student-centered experiences celebrating HBCU pride and culture. Scholarships were awarded to students at each school as part of SNIPES' Pay It Forward mission.

SNIPES Pay It Forward (est. 2022): Since launching Pay It Forward in 2022, SNIPES has invested in HBCU scholarships and campus programming at Clark Atlanta, Morehouse, Spelman, Cheyney University, Morgan State, Central State, North Carolina A&T, FAMU, Norfolk State, and Hampton University. The Culture Creators Agency partnership represents the most recent and most prominent collaboration in this multi-year initiative.

SNIPES x Culture Creators Agency -- Press Coverage

PUBLICATION	YEAR	HEADLINE / LINK
PR Newswire	2025	SNIPES Expands Multi-Year HBCU Investment with Fall 2025 Campus Activations -- Culture Creators Agency / Campus Changemakers Program named as official partner
Yahoo! Finance	2025	SNIPES Expands Multi-Year HBCU Investment with Fall 2025 Campus Activations (PR Newswire syndicated -- Culture Creators Agency named)
AfroTech / Blavity	2025	SNIPES USA Streetwear Student Empowerment HBCUs -- 'This year, SNIPES partnered with Culture Creators Agency to expand its impact through the Campus Changemakers Program'
Retail Touch Points	2025	Snipes Goes to School: Sneaker Brand Hosts Activations at HBCUs -- 'Snipes partnered with Culture Creator Agency for the on-campus programs'
The Industry Cosign	2025	SNIPES Connects With Norfolk State, Morehouse, Hampton Universities -- Culture Creators Agency Campus Changemakers Program detailed
HBCU Week NOW	2025	Campus Culture Reloaded: SNIPES Celebrates HBCUs with 'Pay It Forward' -- 'stepping it up with the Campus Changemakers Program, a collab with Culture Creators Agency'
NHAAINC.org / Hampton University press	2025	Hampton University Partners with SNIPES & Culture Creators for Fall 2025 Campus Activations, Scholarships, and Cultural Events -- 'Culture Creators led the on-campus engagement activations during Homecoming'
YouTube / Culture Creators Channel	2025	SNIPES x Culture Creators Hampton University Homecoming 2025 Recap (official video)

10. AWARDS & RECOGNITION

- ADCOLOR Music Award -- 2023
- Essence Magazine Power 40 -- 2023
- Billboard Women in Music honoree
- Women's Entrepreneurship Day Organization (WEDO) Pioneer Award
- National Urban League recognition
- Honorary Doctor of Humane Letters -- Rider University, 2024
- Living Legends Foundation -- first-ever Impact Player Award (2024, Taglyan Complex, Hollywood, CA)
- USBC (U.S. Black Chambers) Power 50 Honoree -- 2025
- Featured in Forbes, ELLE, Ebony, People, Billboard, MadameNoire, and WWD
- Board of Directors -- MUSIC WILL (national music education nonprofit)

11. COMPREHENSIVE PRESS COVERAGE BY YEAR (2016-2026)

All confirmed press coverage organized by year. Culture Creators' official materials confirm coverage in Billboard, Forbes, Variety, VIBE, The Hollywood Reporter, Essence, Page Six, People, and ELLE. All additional outlets below represent independently verified coverage with live links.

2016 -- Inaugural Year (1st Annual Brunch)

PUBLICATION	YEAR	HEADLINE / LINK
HipHopDX	2016	Katt Williams Accepts Andre Harrell's Culture Creators Award (Inaugural Brunch Full Recap)
Hip-Hop Wired	2016	Katt Williams Makes Surprise Appearance at BET Culture Creators Brunch

2017 -- 2nd Annual (VIBE Magazine co-presenting media partner)

PUBLICATION	YEAR	HEADLINE / LINK
VIBE	2017	Culture Creators Announces Honorees for 2nd Annual BET Awards Brunch (Announcement)
VIBE	2017	Culture Creators Celebrates Industry Leaders At 2nd Annual Awards Brunch (Full Recap + Russell Simmons Interview)
VIBE	2017	Culture Creators Brunch Honorees Hit the Red Carpet (Video)
Billboard	2017	Culture Creators Celebrates Industry Leaders at 2nd Annual Awards Brunch (Billboard Full Recap)

2018 -- 3rd Annual Brunch + Pre-Grammy Party (NYC, Jan 27)

PUBLICATION	YEAR	HEADLINE / LINK
Variety	2018	Sylvia Rhone, Jemele Hill, Kenya Barris Honored -- Full 3rd Annual Culture Creators Brunch Recap
Billboard	2018	Culture Creators Reveals 2018 Honorees (Sylvia Rhone, Shawn Gee, Tunji Balogun)
Sheen Magazine	2018	EVENT RECAP: 3rd Annual Culture Creators Innovators & Leaders Awards Brunch
360 Magazine	2018	3rd Annual Culture Creators Brunch (Joi Brown feature coverage via 360 Magazine)
Bossip	2018	Seen On The Scene: Casanova, Ne-Yo & More Turn Up At Culture Creators Pre-Grammy NYC Event (Remy Martin)

2019 -- 4th Annual Brunch + Inaugural C2 Summit (Oct 21, Washington D.C.)

PUBLICATION	YEAR	HEADLINE / LINK
Variety	2019	Byron Allen, Marsai Martin to Be Honored at Culture Creators Awards (Announcement)
Variety	2019	Execs from Motown, Live Nation, Recording Academy Set to Speak at Culture Creators' Inaugural C2 Summit
Singers Room	2019	Culture Creators Announces 4th Annual Innovators & Leaders Awards Brunch
The Grio	2019	Byron Allen, Marsai Martin and Others Honored at Culture Creators Awards (Pre-Event)
The Grio	2019	WATCH: Byron Allen Honored with ICON Award at Culture Creators Brunch
The Grio	2019	PHOTOS: Cardi B, Yara Shahidi, Lena Waithe & More Stars Takeover LA During BET Weekend (Brunch Recap)
Essence	2019	Black Music Month: Joi Brown Is Creating Music Culture

2020 -- No Annual Brunch (COVID-19); Three C2 Summits Held Virtually

PUBLICATION	YEAR	HEADLINE / LINK
Bossip	2020	Support Black Colleges: Culture Creators Announce Lineup For Inaugural C2 Summit For HBCU Students
HBCU Buzz	2020	Culture Creators C2 Summit Series Set For May 21st (2nd C2 Summit -- Virtual, Morgan Stanley & Microsoft)
ENSPiRE Magazine	2020	Culture Creators To Continue The 2020 C2 College Summit Virtually
South Florida Times	2020	C2 Summit Delivered to HBCU Class of 2020 (Full Recap -- 300 students, Steve Pamon, Julie Greenwald, James Lopez)
NickAlive / ViacomCBS PR	2020	Culture Creators Returned with the 3rd C2 HBCU+ College Summit: TV, Film & Finance (Nov 21-22)

2021 -- 5th Annual Brunch + Empowered Women x CIROC x ELLE Launch

PUBLICATION	YEAR	HEADLINE / LINK
Variety	2021	Swizz Beatz and D-Nice to Be Honored at Culture Creators Awards Brunch
Billboard	2021	Joi Brown Named Head of Strategic Partnerships at ICM Partners (C2 Summit + ELLE context)
Billboard	2021	Swizz Beatz, D-Nice and More Honored at Fifth Annual Culture Creators Brunch (Full Recap)
VIBE	2021	Swizz Beatz, D-Nice To Be Honored At Culture Creators Awards Brunch (Announcement)
Essence	2021	Swizz Beatz, D-Nice, and Zerina Akers Drop Gems While Honored At Culture Creators Awards (Full Recap)

PUBLICATION	YEAR	HEADLINE / LINK
Hollywood Unlocked	2021	Swizz Beatz, D-Nice, Baron Davis & More Honored At Fifth Annual Culture Creators Awards
Global Grind	2021	Swizz Beatz, D-Nice and More Dropped Gems At 5th Annual Culture Creators Brunch
Cultured Focus Magazine	2021	The 5th Annual Culture Creators Innovators & Leaders Awards (Jimmy Jam presenting: full event coverage)
The Root	2021	Swizz Beatz, Timbaland, D-Nice Honored with ASCAP Voices of Culture, Culture Creators Awards
Bossip	2021	Culture Creators Annual Innovators & Leaders Awards Brunch (5th Annual Recap)
Baller Alert	2021	Culture Creators To Honor Swizz Beatz And D-Nice At Innovators & Leaders Awards Brunch
The Grio	2021	Culture Creators to Honor Swizz Beatz, D-Nice at Innovators & Leaders Brunch
Raynbow Affair	2021	Culture Creators 2021 -- 5th Annual Full Recap
Yahoo! / Variety	2021	Swizz Beatz and D-Nice to Be Honored at Culture Creators Awards Brunch (syndicated)
ELLE Magazine	2021	Exclusive media partner -- Empowered Women Campaign; three March honorees profiled in print
PRWeb / PRNewswire	2021	CIROC, Combs Enterprises and Culture Creators Honor 50 Inspiring Women -- Empowered Women (Mar 8)
PRWeb / PRNewswire	2021	CIROC, Combs Enterprises and Culture Creators Announced Empowered Women April Honorees (Apr 9)
Blavity / AfroTech	2021	CIROC & Combs Enterprises Honor 50 Inspiring Women With Empowered Women Platform
Blavity / AfroTech	2021	CIROC, Combs Enterprises and Culture Creators Announced Empowered Women April Honorees
360 Magazine	2021	CIROC x Combs Enterprises Empowered Women -- Culture Creators partnership coverage
StupidDOPE	2021	CIROC, Combs Enterprises and Culture Creators Honor 50 Inspiring Women (Empowered Women launch)
Yahoo! / AP	2021	Joi Brown Joins ICM Partners As Head Of Strategic Partnerships

2022 -- 6th Annual (Baller Alert wins Blog of the Year)

PUBLICATION	YEAR	HEADLINE / LINK
Variety	2022	Robin Thede and L.A. Reid to Be Honored at Culture Creators Brunch (Announcement)
Billboard	2022	L.A. Reid, Kendrick Sampson Honored at 2022 Culture Creators Brunch (Full Recap)

PUBLICATION	YEAR	HEADLINE / LINK
The Source	2022	Usher Presents L.A. Reid With Icon Award At Culture Creators (Recap)
AllHipHop	2022	The 6th Annual Culture Creators Awards Brunch Honors L.A. Reid & More
The Grio	2022	Robin Thede, L.A. Reid to be honored by Culture Creators' annual Innovators & Leaders Awards
AOL	2022	Robin Thede, L.A. Reid to be honored by Culture Creators' annual Innovators & Leaders Awards
NiteCast Media	2022	Culture Creators Brunch Highlights Earn Your Leisure, Nicole Lynn, Kenny Burns, Robin Thede And More
Ebony	2022	Culture Creators 6th Annual Innovators & Leaders Awards Brunch Celebrates Black Leaders
360 Magazine	2022	Culture Creators at the Beverly Hilton (6th Annual -- L.A. Reid / Robin Thede)

2023 -- 7th Annual (Hip-Hop 50th Anniversary; TMZ coverage)

PUBLICATION	YEAR	HEADLINE / LINK
The Hollywood Reporter	2023	Busta Rhymes, Chloe x Halle to Be Honored at Annual Culture Creators Awards (Exclusive)
TMZ	2023	Busta Rhymes, Chloe x Halle, Flau'jae Johnson to Be Honored at Culture Creators Awards
Billboard	2023	Busta Rhymes, MC Lyte, Chloe x Halle & More Honored at 7th Annual Culture Creators Brunch
The Source	2023	Busta Rhymes and MC Lyte Receive Icon Awards at 7th Annual Culture Creators Award Brunch
AllHipHop	2023	Busta Rhymes & MC Lyte Honored with Icon Awards at 7th Annual Culture Creators Brunch
Blavity	2023	Culture Creators Brunch Brings Out Black Hollywood as Netflix Teases Summer Titles
The Hype Magazine	2023	Culture Creators Innovators and Leaders Awards Honors Busta Rhymes, MC Lyte, Chloe and Halle Bailey
Black Enterprise	2023	BET Weekend 2023 Recap: A Celebration of Hip-Hop and Black Excellence
LA Magazine	2023	BET Awards Week Brings Hip Hop to Hollywood (Culture Creators premiere event of the week)
AP Wire (Fox Bangor)	2023	Busta Rhymes, Chloe x Halle, Flau'jae Johnson to Be Honored at Culture Creators Awards

2024 -- 8th Annual Brunch + Lil WeezyCon x Live Nation Urban (Nov 2, New Orleans)

PUBLICATION	YEAR	HEADLINE / LINK
The Hollywood Reporter	2024	Teyana Taylor, CAA's Lorrie Bartlett to Be Honored at Culture Creators Awards (Exclusive)
Billboard	2024	Teyana Taylor Accepts Innovator of the Year at 8th Annual Culture Creators Awards Brunch (Full Recap)
Ebony	2024	Creators Unite for 'Culture's Biggest Brunch' in Beverly Hills
Citizen Newspaper Group	2024	Lena Waithe, Regina King, Andra Day, Lee Daniels & More at 8th Annual Culture Creators Brunch
Hip-Hop Wired	2024	Lee Daniels, Lena Waithe Among Honored Guests At Culture Creators Brunch (2024 Full Recap)
LA Magazine	2024	Why Are We Still Talking About the BET Awards? (Culture Creators 8th Annual featured)
WizNation / AP Wire	2024	Lee Daniels, Lena Waithe Among Honored Guests At Culture Creators Brunch
Rolling Out	2024	Lil Wayne Convention Brings Music Industry Leaders to New Orleans Youth (Lil WeezyCon x Culture Creators Foundation)
Hot 97	2024	Lil Wayne & Live Nation Announces Lil WeezyCon (with Culture Creators Foundation)
Black Enterprise	2024	The Culture Creators Announce 'Lil WeezyCon' As Part Of The Upcoming Lil WeezyAna Fest
The Source	2024	Lil Wayne and Live Nation Partner on Lil WeezyCon (Culture Creators Foundation co-presenter)
OffBeat Magazine	2024	Lil WeezyAna Festival Expands To Include Lil WeezyCon And More This Weekend
My New Orleans	2024	Lil WeezyCon to Launch During Lil WeezyAna Festival in November (Culture Creators Foundation)
EURweb	2024	Ed Eckstine is 2024 honoree of The Living Legends Foundation (Joi Brown receives first-ever Impact Player Award)

2025 -- 9th Annual Brunch + Karl Kani Creators Collection + USBC Power 50

PUBLICATION	YEAR	HEADLINE / LINK
The Hollywood Reporter	2025	Keke Palmer, Larry Wilmore and Joy Reid to Be Honored at Culture Creators Brunch (Exclusive)
VIBE	2025	Inside the 9th Annual Culture Creators Awards Brunch (Photo Gallery)
Yahoo! / VIBE (syndicated)	2025	Inside The 9th Annual Culture Creators Awards Brunch

PUBLICATION	YEAR	HEADLINE / LINK
Essence	2025	'Don't Wait For Permission To Be Powerful': Culture Creators Awards Brunch Honors Keke Palmer
Essence	2025	Karl Kani And Culture Creators Launch Limited Edition Creators Collection
WWD (Women's Wear Daily)	2025	Streetwear Style-setter Karl Kani Teams Up With Culture Creators for Collaboration -- includes Snipes US activation context (Karl Kani brand distributed via Snipes, 750 stores EU/US; fall US launch via Snipes Flatbush Brooklyn activation mentioned in-article)
Footwear News (FN / Fairchild Media)	2025	Karl Kani x Culture Creators Creators Collection (Footwear News sister publication to WWD: article confirmed by Culture Creators; specific FN URL behind paywall -- see wwd.com article above)
USBC Network	2025	Karl Kani and Culture Creators Launch Limited Edition Collection (Joi Brown named 2025 USBC Power 50 Honoree)
Ebony	2025	Celebrate Empowered Women: Joi Brown & EBONY Lead Campaign
Baller Alert	2025	The Culture Showed Up and Showed Out at the 2025 Culture Creators Brunch (Full Recap)
Sheen Magazine	2025	9th Annual Culture Creators Awards Brunch (Full Coverage)
The Hype Magazine	2025	Culture Creators 9th Annual Innovators & Leaders Awards Honors Cultural Icons and Trailblazers (on-site coverage)
Her Agenda	2025	Culture Creators Celebrates A Decade of Legacy With 9th Annual Awards Brunch
MadameNoire	2025	Momprenuers: Joi Brown on Building Culture Creators -- The Platform Uplifting Black Innovators
EINPresswire / Wire	2025	KeKe Palmer, Larry Wilmore, Joy-Ann Reid, Tasha Smith, Kandi Burruss and More To Be Honored (Official Release)

Multi-Year / Ongoing & Institutional

PUBLICATION	YEAR	HEADLINE / LINK
Forbes	2019	Feature interview with Joi Brown -- quote: 'We create the culture behind the scenes that the world consumes. Imagine if we all worked together, became narrators of our own stories...' Published prior to 4th Annual Brunch (June 2019). URL paywalled; cited across 10+ third-party sources including Variety and Singers Room
REVOLT TV	2016	Brand sponsor and media amplification partner for the inaugural 2016 Culture Creators Brunch (Mr. C Beverly Hills). REVOLT co-sponsored alongside Seagram's Gin. REVOLT promoted the event across its social channels per Hip-Hop Wired and HipHopDX coverage. Andre Harrell (ICON honoree) was REVOLT Vice Chairman at the time.
People Magazine	Multiple	Confirmed coverage -- per Culture Creators' official materials and Rider University press bio
Page Six (NY Post)	Multiple	Confirmed coverage -- per Culture Creators' official materials and Foundation website

PUBLICATION	YEAR	HEADLINE / LINK
Rider University	2024	Rider Announces 2024 Honorary Degree Recipients (Joi Brown / Culture Creators)
Living Legends Foundation	2024	Living Legends Foundation Announces Its 2024 Honorees (Joi Brown: first-ever Impact Player Award)
EURweb	2024	Ed Eckstine is 2024 honoree of The Living Legends Foundation (full honoree list including Joi Brown)
WEDO / JoinWEDO.org	N/A	Joi Brown -- Women's Entrepreneurship Day Organization Pioneer Award Profile

Additional confirmed outlets cited by Culture Creators' own materials: HuffPost / AOL Entertainment.

NOTE: Baller Alert won 'Blog of the Year' at the 2022 6th Annual Culture Creators brunch -- making Baller Alert both an award recipient and a confirmed press partner of the organization. Rolling Out confirmed as a coverage outlet for the 2024 Lil WeezyCon event.

12. SOCIAL MEDIA & DIGITAL FOOTPRINT BY YEAR

Culture Creators (@theculturecreators) maintains 78K+ Instagram followers with 1,731+ posts. BET Awards Weekend in June is the organization's peak annual social moment.

Platform Directory

Platform	Handle	Notes
Instagram	@theculturecreators	78K followers 1,731+ posts Red carpet, honoree reveals, brand activations
Twitter / X	@theculturecreators	Active; brunch day drives trending mentions during BET Weekend annually
YouTube	Culture Creators	2021 brunch streamed live; ongoing Culture Chats interview content
Substack	theculturecreators.substack.com	Newsletter by Joi Brown; launched 2025/26; weekly brand + culture insights
Podcast	THE CULTURE CREATORS (Apple/PodBean)	Launched Oct 2024; conversations with innovators and disruptors
Website	culturecreators.com	Editorial hub, event info, Empowered Women, Culture Chats
Foundation	culturecreatorsfoundation.com	Scholarships, Campus Changemakers, donation portal

Key Hashtags

- #CultureCreators -- primary brand and event hashtag
- #CulturesBiggestBrunch -- annual brunch descriptor; used by attendees, press, and partners
- #BlackGirlMagic / #BlackBoyJoy -- organically used at 2017 brunch per VIBE's own coverage
- #BETWeekend / #BETAwards -- umbrella conversation plugged into every June
- #EmpoweredWomen -- Women's History Month campaign hashtag (annually since 2021)
- #InnovatorsAndLeaders -- official event name shorthand
- #HipHop50 -- used in 2023 coverage tied to hip-hop's 50th anniversary
- #CampusChangemakers -- Foundation scholarship cohort communications
- #HBCU / #HBCUExcellence -- college programming content
- #TheStoriesWeTell -- 2025 annual theme

Social Chatter by Year

2016 -- Social Moments & Chatter

- Katt Williams' surprise appearance accepting Andre Harrell's ICON Award went viral on Twitter, Instagram, and entertainment blogs during BET Weekend

- DJ Drama, Estelle, Bevy Smith, and Laz Alonso drove early organic sharing from the inaugural event
- REVOLT TV amplified the event across its social channels to the hip-hop community
- #CultureCreators hashtag established as the primary social identifier

2017 -- Social Moments & Chatter

- VIBE Magazine co-presented and promoted the event to one of urban music's largest digital audiences
- Russell Simmons ICON Award surprise drove Instagram and Twitter conversation; VIBE's embedded video widely shared
- Charlamagne Tha God (500K+ Twitter) and Angela Rye drove cross-platform reach as honorees
- VIBE Red Carpet video generated significant organic views; #BlackGirlMagic and #BlackBoyJoy used per VIBE's own coverage
- Motions Hair and Ciroc activated brand social channels as co-presenters

2018 -- Social Moments & Chatter

- DJ Khaled's surprise appearance to honor Sylvia Rhone was one of BET Weekend 2018's top social moments; widely clipped on Black Twitter
- Kenya Barris + Miles Brown (Black-ish child star) presenter moment generated cross-community fan engagement
- Jemele Hill's Defiance Award resonated strongly on Twitter following the ESPN controversy; drew significant engagement from media community
- Culture Creators x Remy Martin Pre-Grammy NYC party (Jan 27): Bossip covered, Getty archived -- Ne-Yo, Chase B, DJ Clark Kent, Casanova attended

2019 -- Social Moments & Chatter

- Byron Allen's 'Money is not the commodity. You are the commodity' quote became widely shared on LinkedIn and Twitter
- TheGrio embedded video of Allen's speech was among Culture Creators' most-watched to date (Allen owns The Grio)
- Nipsey Hussle Social Action Award (posthumous, one month after his death) generated deeply emotional social conversation; Nipsey's name trended during BET Weekend
- Marsai Martin's Innovator Award drove significant Instagram and parent/fan social reaction
- Forbes interview with Joi Brown widely shared on LinkedIn and Twitter by entertainment professionals
- Cardi B, Yara Shahidi, Lena Waithe, Michael Ealy attendance documented by The Grio's recap -- their social followings amplified BET Weekend coverage organically

2021 -- Social Moments & Chatter

- Swizz Beatz & Verzuz (50M+ cumulative viewers) drove massive fan engagement; ICON Award resonated across the entire Verzuz community
- D-Nice's Club Quarantine attracted Michelle Obama, Rihanna, Janet Jackson; his Innovator Award drove engagement from all three celebrities' audiences. D-Nice revealed: 'I called [Michelle Obama]'

- First-ever YouTube live stream (July 1) promoted by YouTube's own channels -- platform milestone for Culture Creators
- Empowered Women x CIROC x ELLE (March 8) -- Iman's inclusion drove massive reach from fashion and modeling communities; 50 honorees sustained amplification March-May 2021
- Hollywood Unlocked's full recap widely shared in urban entertainment press community
- Baller Alert's pre-event announcement circulated across the broader Black entertainment digital community

2022 -- Social Moments & Chatter

- L.A. Reid ICON Award presented by Usher: tribute video from Mariah Carey, DJ Khaled, Toni Braxton, 21 Savage circulated widely -- one of BET Weekend 2022's most-shared moments
- Robin Thede's A Black Lady Sketch Show fanbase amplified her Innovator Award across Twitter and Instagram
- Netflix Strong Black Lead (800K+ Instagram) promoted Culture Creators to Netflix's entire Black audience pipeline
- Rashad Bilal & Troy Millings (Earn Your Leisure, 3M+ listeners) amplified the honor on their own platforms
- Baller Alert won 'Blog of the Year' -- the outlet promoted its own award win across its 1M+ Instagram audience, creating a unique loop of press partner also being an honoree
- HBCU Rising Culture Creator first-ever award announcement drove engagement in HBCU Twitter communities

2023 -- Social Moments & Chatter

- Busta Rhymes' ICON speech went viral within hours on Instagram Reels and Twitter -- 'We are the founders of civilization' quote widely shared
- Narrative arc: one day before Busta's BET Lifetime Achievement Award, making Culture Creators part of a two-day social story across BET Weekend
- MC Lyte honored in hip-hop's 50th anniversary year -- women-in-hip-hop communities drove strong organic engagement
- Chloe x Halle's combined 5M+ Instagram following amplified their Innovator acceptance speeches widely
- Netflix Strong Black Lead's summer sizzle reel debut generated significant entertainment social buzz
- TMZ's coverage of the pre-event announcement reached millions of mainstream entertainment news readers
- #CulturesBiggestBrunch tracked as trending during BET Weekend 2023 per multiple outlet accounts

2024 -- Social Moments & Chatter

- Lena Waithe's surprise entrance to honor Teyana Taylor: one of BET Weekend 2024's most shareable moments; widely clipped on Instagram Reels and TikTok within hours
- Teyana Taylor's speech honoring her daughters drove emotional social reaction from her 8M+ Instagram following
- Lee Daniels presenting Lorrie Bartlett alongside Regina King and Andra Day in the audience drove celebrity-dense social content

- Howard University student Kaleo Rodriguez's Portrait Studio became a notable social story in HBCU and student-in-entertainment communities
- BET's 11M+ Instagram amplified as presenting sponsor across all channels
- Moët Hennessy, Lexus, The Doux, Afro Unicorn, and Rap Snacks each activated brand channels for cross-community reach
- Joey Bada\$\$ and Quentin James political conversation generated post-event Twitter/X commentary

2025 -- Social Moments & Chatter

- Mayor Karen Bass' remarks drove civic engagement; covered in context of LA Altadena wildfire recovery narrative
- Keke Palmer's dancing entrance (to YG's 'Left, Right') became a shareable Instagram Reel; her 17M+ Instagram following amplified widely
- Joy-Ann Reid's 'The culture has always been the base' quote circulated on Twitter/X
- Larry Wilmore's ICON Award presented by Robin Thede drove conversation about Black comedy writers' lasting legacy in television
- Mimi Brown's 'To Altadena, With Love' docuseries premiere generated social and news media coverage
- Kandi Burruss Trailblazer Award driven by her Real Housewives and music fanbase across Instagram and Twitter
- Attendees Andra Day, Angela Rye, Da Brat & Jesseca Dupart, Vic Mensa, KiKi Layne, Wood Harris -- each with significant social followings -- created organic reach
- Culture Creators Substack newsletter launched, building a direct email audience for brand marketing insights

13. BOILERPLATE & CONTACT

Official Boilerplate

Culture Creators is the preeminent Black-owned empowerment platform connecting global cultural pioneers with the next generation of diverse creators. Founded in 2016 by music industry executive Joi Brown, Culture Creators celebrates Black excellence through its flagship Annual Innovators & Leaders Awards Brunch -- 'Culture's Biggest Brunch' -- held each June during BET Awards Weekend in Los Angeles. Over nine years, the organization has honored icons including Andre Harrell, Sylvia Rhone, Byron Allen, Swizz Beatz, L.A. Reid, Busta Rhymes, MC Lyte, Teyana Taylor, Keke Palmer, and many more. Through the Culture Creators Foundation (501(c)(3)), the organization has awarded over \$300,000 in scholarships to HBCU students and serves a campus community spanning 35+ colleges and universities. Culture Creators has been featured in Billboard, Forbes, Variety, The Hollywood Reporter, VIBE, Essence, Ebony, ELLE, People, Page Six, TMZ, Hollywood Unlocked, Baller Alert, and dozens more. For more information, visit culturecreators.com.

Joi Brown Short Bio

Joi Brown is the Founder and CEO of Culture Creators and a veteran music industry executive with over two decades of experience. Formerly SVP of Marketing & Brand Partnerships at Atlantic Records and Head of Strategic Partnerships at ICM Partners, Brown has built landmark campaigns for Cardi B (Reebok, Google Pixel), Lizzo (Lane Bryant), Missy Elliott (Beats by Dre), and Sean Paul. In 2023, she received the ADCOLOR Music Award and was named to Essence magazine's Power 40 list. Brown is a Howard University alumna, a member of Delta Sigma Theta Sorority, Inc., and serves on the Board of Directors of MUSIC WILL. She is the 2024 honorary degree recipient from Rider University.

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