

Sarea-Flo Productions
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SAREA-FLO PRODUCTIONS INTERNS TAKE ON BLACK ON THE BLOCK POP UP EVENT IN DC HOSTED BY STEFON DIGGS

FOR IMMEDIATE RELEASE:

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(Washington D.C.) - On Sunday July 17, 2022, Sarea-Flo Productions interns attended the first ever Black on the Block event presented by Stefon Diggs. This event featured 100+ vendors, food, music, art, installations, dancing and networking. Vendors ranged from selling clothing items, to hair products, to homemade food and much more. The goal of the event is to provide a space for Black-owned businesses to flourish.

Interns worked on media coverage of the event by getting content from B-Roll, taking pictures, posting on social media platforms, and conducting interviews. Interns were also able to enjoy the event and shopped from their local vendors.

There was a panel titled “Black on the Block- Bolstering Black Entrepreneurship and Creatives” moderated by Senior Executive Vice President of Forbes Rashaad Lambert and featured Stefon Diggs and Char and Lanie Edwards who are the founders of Black on the Block. The panel talked about the impact and mission of Black on the Block, and the impact they are making in the black community.

DJs played a range of Hip hop, AfroBeats and Dancehall and of course, Gogo for audiences of all ages to dance and sing to. The vibes were immaculate as event goers were supporting businesses, eating delicious food and enjoying the VIP experience. There was something to do in every corner of Franklin Park leaving no one with nothing to do.

Interns also entered the VIP area and took pictures with Stefon Diggs, interviewed Senior Executive Vice President of Forbes Rashaad Lambert and met one another. This event served as a teambuilding and learning experience allowing interns to practice media coverage, networking and interviewing skills.

Keep your notifications on for content from our interns at the Black on the Block.

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