

UNION SETTLEMENT

FOR IMMEDIATE RELEASE:
August 19, 2015

MEDIA CONTACT:
Lillian Sevilla
646-672-5083

EAST HARLEM BUSINESSES, NON-PROFITS, RELIGIOUS GROUPS AND GOVERNMENT AGENCIES HOLD FIRST EXPO

NEW YORK, NY – The [East Harlem Community Alliance](#) – which is a consortium of over 100 local businesses, non-profits, religious congregations and government agencies working together to enhance the vitality and well-being of East Harlem – will hold its first Expo on Thursday, August 20, 2015.

Who: This event is for all residents and businesses in East Harlem.

What: East Harlem Community Alliance Expo 2015

There will be workshops on a wide variety of topics of interest to jobseekers, entrepreneurs and local residents, including Marketing 101, Interviewing Skills, Crowd Funding, MWBE Certifications, Social Media Marketing, Resume Writing, Mental Health issues and more.

There will also be a free box lunch and giveaways for the first 150 attendees.

When: Thursday, August 20, 2015 9:00 am – 4:00 pm

Where: Silberman School of Social Work at Hunter College, 2180 Third Avenue, corner of 119th Street.

The East Harlem Community Alliance has four initiatives:

- **“Hire East Harlem”** – Many residents of East Harlem are unemployed or underemployed, and finding work is often difficult. Fortunately, the members of the East Harlem Community Alliance collectively employ thousands of individuals, and have scores of available job openings at any one time. The Alliance is seeking to create ways to help East Harlem residents to find jobs in their own community – including working to create both a “Talent Center” and a job board – while at the same time benefiting Alliance members by greatly expanding the number and quality of applicants for the open positions.
- **“Buy East Harlem”** – Members of the Alliance collectively spend tens of millions of dollars on goods and services every year, but only a very small percentage of that purchasing occurs within East Harlem. Often these purchases are made outside East Harlem simply because the purchasing organization is unaware that the goods or services are available at competitive prices within the community. The Alliance has created a searchable database of East Harlem businesses to match buyers with sellers. This will allow East Harlem organizations to save money by reducing their purchasing

costs, and also assist local businesses by keeping as much spending in East Harlem as possible.

- ***“Serve East Harlem”*** – Many residents of East Harlem are also in need of various services and assistance, such as childcare, after-school programs, housing, health care, legal representation, ESL and GED classes, senior services and more. Many non-profits offer these and other services, but most local residents do not know about these services or how to access them. The Alliance is working to connect East Harlem residents to the services they need.
- ***“Promote East Harlem”*** – East Harlem is a wonderful neighborhood with great restaurants, renowned cultural institutions, vibrant small businesses and a host of other attractions, but that is not well known outside the community. The Alliance is undertaking efforts to promote East Harlem as a great place to visit, eat, shop, work and live.

About the East Harlem Community Alliance

The East Harlem Community Alliance is a consortium of non-profits, businesses, religious organizations and government agencies working together to enhance the vitality and well-being of East Harlem. The Alliance is pursuing its mission by undertaking joint projects and activities designed to address the needs of the residents of East Harlem, and by serving as a forum through which member organizations can create connections, share information, and continue to grow and thrive in East Harlem. – www.eastharlemalliance.org