



## **Black Wednesday Social Co. Launches 13 Shades of Black Series**

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(CHARLOTTE, NORTH CAROLINA) – Charlotte-based Black Wednesday Social Co. to release a new 13-week series, “13 Shades of Black,” on Wednesday, May 4<sup>th</sup>, 2016. The series will feature local fashion makers, designers and artists as styled in the color black.

*Black Wednesday Social Co. is a boutique marketing company based in Charlotte, North Carolina that specializes in showcasing the human element. Through its brand personification services, BW custom builds marketing strategies that are tailored to fit your needs, with the goal of helping you share the living, breathing human passion behind exactly what it is that gets you up in the morning (besides coffee). Because yes, Black Wednesday is a big fan of coffee: but an even bigger fan of the conversations that happen over a cup of coffee. So, what’s your next conversation?*

Black Wednesday whole-heartedly believes in building community through social media and designed the series to do such. The first BW series, “#cyoWedventure,” was a weekly meet up series launched in December of 2015. Every Monday a theme was announced and BW followers voted on their favorite places followed by a Wednesday meet up at the winning spot.

The second series, “13 Shades of Black” features Charlotte fashion influencers and how they would style themselves in Black Wednesday’s favorite color; photos were taken by local fashion photographer, Katherine Kirchner. Over 13 Wednesdays, each of the involved will be revealed over the @bwsocialco social media and blog channels.

“The idea behind this series is to engage the community and build our presence with stimulating and fresh content while also showcasing the people I look up to as a small creative business owner.” says BW owner, Corri Smith.

Visit Black Wednesday’s site to learn about the company, connect with the BW social media platforms, and see the weekly style features on the Black Blog.

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