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FOR IMMEDIATE RELEASE

## Relevant Youth to hold upcoming event empowering Black creatives

COLUMBIA, Mo. — Creative marketing agency, Relevant Youth, will showcase the work of local Black artists at the virtual Black Alchemy event from Feb. 26-27.

The annual event held by Relevant Youth invites the public to appreciate the work of Black artists in the Columbia area. The showcase is designed to amplify the art of Black creatives by providing a platform to share their talent. The event will be made up of two parts: a virtual gallery for artists and IGTV videos for performers accessed through the Relevant Youth social media.

“The Black community has a plethora of inspiration to draw from throughout history and even in people’s own lives, and it’s important that those stories are seen and shared. I hope people come out because they love the arts and want to support a fellow creative. However, in the same breath, I hope they see how encouraging their support can be for Black creatives,” said Gabriella Salinas, Relevant Youth head of diversity and inclusion.

Black Alchemy is a fundamental component of Relevant Youth’s goal to empower creatives through providing opportunities for personal and professional growth and platforms for artists to speak their truth. Victoria Shepard, a musician in the showcase, believes Black Alchemy is an invaluable opportunity.

“I believe the greatest service an artist can do is to spark inspiration in other people and maybe bring out something they didn’t even know was there. The space is curated for sharing black art, black talent, and black thought. In a society that has a history of suppressing anything like this, it’s all the more important for us to keep creating these spaces, even when it feels like the world is ending,” said Shepard.

The Black Alchemy gallery link will remain open for public access and social media videos will be posted on Relevant Youth’s social media (@TheRelevantYouth) throughout the weekend.

*[Relevant Youth](#) is a student-led creative agency that empowers creatives by disrupting the current educational landscape. We offer services from video production to content creation and social strategy. By supporting students with real-life skills through work with real clients, we aim to equip students for their professional future.*