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FOR IMMEDIATE RELEASE

"Dream Big, Scale Bigger" – MEDA Gala 2024, presented by Deluxe, to Celebrate and Support BIPOC Entrepreneurs

The 2024 MEDA Gala takes place on Friday, May 17th at the US Bank Stadium

MINNEAPOLIS, MN (Apr. 11, 2023) – MEDA, a leading provider of integrated services to BIPOC entrepreneurs, is proud to announce that its 2024 MEDA Gala, presented by Deluxe, will take place on May 17, 2024, from 5:30 p.m. – 10:30 p.m. at the US Bank Stadium.

The MEDA Gala is a celebration of BIPOC Entrepreneurs and their contributions to the community. Under the theme "Dream Big, Scale Bigger," the 2024 event will highlight MEDA's legacy of tackling economic disparities and historical disadvantages by providing services and opportunities for BIPOC entrepreneurs. This year's sponsors are aligned with MEDA's cause to foster economic empowerment and cultivate generational wealth. The major sponsors include Deluxe, Best Buy, and US Bank.

"The support of our sponsors will truly enable the MEDA Gala to be a transformative and inspiring event," said MEDA President and CEO Dorothy Bridges. "The MEDA Gala is a unique space where industry leaders, entrepreneurs, and change-makers can all come together to support, foster, and celebrate BIPOC entrepreneurs. And by coming together, we can truly make bigger dreams a reality."

By sponsoring the 2024 MEDA Gala, each sponsor shows dedication to social responsibility and inclusivity, aligning with MEDA's vision for a community that transforms dreams into long-lasting positive change. Sponsorship contributions directly fuel initiatives that provide contract opportunities, capital, and consulting to BIPOC entrepreneurs, empowering the entrepreneurs to thrive in their ventures. These MEDA initiatives have had an incredible impact, including dispersing nearly \$19 million in loans, and securing \$33 million in contracts for 800 clients in 2023.

"We believe in the great work MEDA has done in the Twin Cities area over the years," said Jacob Rider, vice president of e-commerce and business systems with Deluxe. "Deluxe recognizes the importance of helping ensure we have a thriving community to be part of, and to do that, the prosperity of BIPOC entrepreneurs and small businesses is mission critical."

A dress-to-impress event, the evening will be emceed by Emmy award-winning journalist [Shayla Reaves](#), an anchor and reporter for WCCO. Highlights will include live entertainment and a



silent auction, with proceeds going toward services and programs that support BIPOC businesses. The VIP arrival begins at 5:00 p.m., and doors open at 5:30 p.m.

Join the mission to create economic growth and foster generational wealth for BIPOC communities. Sponsor the 2024 MEDA Gala or purchase tickets today at meda.net/gala2024.

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About MEDA (Metropolitan Economic Development Association):

MEDA was founded by a group of Minnesota business leaders who saw BIPOC (Black, Indigenous, and People of Color) business ownership as a positive, long-term response to rising economic inequity within minority communities in our state. MEDA provides business development services, access to capital, and corporate and governmental market support for BIPOC entrepreneurs. Over the years, MEDA has helped launch more than 500 BIPOC businesses and assisted more than 30,000 Minnesota BIPOC entrepreneurs. MEDA operates a growing fund as a Community Development Fund Institution (CDFI) that provides needed capital for minority businesses to become sustainable. MEDA is also the host organization for the Minneapolis Minority Business Development Agency (MBDA) Business Center, which has been recognized by the MBDA as the top-performing center four consecutive years from 2016-2019. For more information, visit [MEDA.net](https://meda.net).