

Sports & Entertainment

BOMESI Collective and Cxmmunity Media partner to forge strategy to unlock multi-cultural audience capabilities *live* online

ATLANTA & NEW YORK — BOMESI Collective and Cxmmunity Media announced their strategic partnership designed to redefine how brands reach, understand, and authentically engage multicultural audiences at scale. The collaboration merges BOMESI's expansive network of diverse-owned independent publishers with Cxmmunity Media's award-winning footprint at the intersection of gaming, culture, and live experiences. This partnership creates a first-of-its-kind infrastructure where media reach meets real-world connection, backed by first-party data as a competitive advantage for brand partners.

Where Scale Meets Story: A New Multicultural Media Paradigm

BOMESI Collective's "Core 100+" network of independent media platforms that is built on the premise that Black-owned media is not a niche, but a cornerstone of American culture. Black-owned media delivers upon the promise of sustainable growth, providing large-scale and emerging publishers alike with tools and brand-ready infrastructure. Through its proprietary database, custom algorithms that drive equitable media buying frameworks, and the network effects of organic publisher amplification, BOMESI has instituted a new paradigm of inclusive media investment for diverse-owned platforms.

Cxmmunity Media is an alumnus of the BOMESI accelerator program and has built distinct IP at the nexus of gaming, youth culture and live events. From founding the first competitive esports league for HBCUs to annual productions including The Kickback and Trap Sushi, Cxmmunity has

proven that multicultural audiences are not passive consumers; they are active and deeply engaged in communities that brands can no longer afford to misunderstand.

The partnership amplifies reach for both organizations by aligning Cxmmunity's 10,000 member creator ecosystem and cultural capital with multi-platform audiences across the BOMESI publisher network to drive earned media for culturally resonant narratives at scale by programmatically tapping into independent diverse-owned media outlets across the country. "We have always believed that the culture we build in our communities — online, on campus, on the festival grounds — carries enormous value for brands that are serious about multicultural consumers. Partnering with BOMESI allows us to tell those stories at a scale that matches the

size of the audience. This is how you move from impressions to impact."

— Ryan Johnson, Co-Founder & CEO, Cxmmunity Media

From the Stage to the Screen: The Live Nation Urban Parallel Cxmmunity Media recently announced a partnership with Live Nation Urban, granting activation and media rights across flagship events including The Roots Picnic, Broccoli City Festival and more.

Live Nation Urban has scaled experiential activations within Black and multicultural communities across the country and through its publisher network, BOMESI has scaled digital reach across growth audiences and endemic communities brands are striving to reach. As a result of the strategic partnership between BOMESI and Cxmmunity, brands no longer have to choose between depth and breadth, or

between the intimacy of a live event and the scale of a media campaign. The BOMESI-Cxmmunity partnership creates a unified channel where both sources of impact coexist and where the data captured by way of real-world experiences extend into the realm of digital storytelling in real time.

Brands activating the BOMESI-Cxmmunity ecosystem gain access to audience segments shaped by real cultural participation. These are people who show up, engage, and make significant purchasing decisions based on trust in the media voices and creators they follow.

First-Party Data as a Competitive Edge

At the core of this partnership is a shared commitment to helping brands move beyond surface-level demographic targeting. As third-party identifiers continue

their sunset and consumer privacy norms reshape the digital advertising landscape, first-party data collected through trusted, community-rooted experiences becomes the most valuable currency brands can leverage.

BOMESI and Cxmmunity are leveraging a joint, privacy-compliant framework that enables ecosystem publishers and brand partners to collect, analyze, and act on high-fidelity behavioral and interest data drawn from multicultural audiences across both digital and live touchpoints. The result is a richer, more nuanced understanding of the consumer — their passions,

purchase intent, brand affinities, and cultural identifiers.

"The future of multicultural marketing is not about buying around Black audiences — it's about buying into the ecosystems they actually trust. BOMESI was built to make that possible at scale. Our partnership with Cxmmunity is a direct expression of that mission: connecting brands to verified, first-party audience intelligence through the most credible, community-built media in the country."

— DeVon Christopher Johnson, Co-Founder, BOMESI Partnership Pillars



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TN State Parks to host Mother's Day meals & events

NASHVILLE, May 5, 2026 – A meal, event or last-minute gift are all available to treat moms at Tennessee State Parks this Mother's Day weekend.

The parks will offer special Mother's Day buffets at six of the state park restaurants on Sunday, May 10. Events will be held both Saturday, May 9 and Sunday, May 10 at various parks.

Park restaurants with Mother's Day meals include:

- Pickwick Landing State Park
 - Henry Horton State Park
 - Montgomery Bell State Park
 - Fall Creek Falls State Park
 - Cumberland Mountain State Park
 - David Crockett State Park
- The restaurant at Paris Landing State Park will be open but will not have a Mother's Day buffet.
- Mother's Day weekend events across Tennessee State Parks include:
- Saturday, May 9**
- Rock Island State Park – Mom's Morning Off
 - Cordell Hull Birthplace State Park – Mother's Day Enchanted History Tea Party
 - Sycamore Shoals State Historic Park – Mother's Day Soap Making Workshop
 - Rocky Fork State Park – Saturday Mother's Day Weekend Hike
- Sunday, May 10**
- Seven Islands State Birding Park – Mother's Day Hike
 - Cordell Hull Birthplace State Park – Mother's Day Homemade Soap Making Class
 - Montgomery Bell State Park – Mother's Day Tandem Kayak Float

Details on all Mother's Day meals and events at Tennessee State Parks are available at tnstateparks.com/mothers-day-at-tennessee-state-parks

