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Psi Epsilon Omega Chapter of Alpha Kappa Alpha Sorority, Incorporated® in Prince George's County, Md. Supports Black-Owned Business During COVID-19

Prince George's County, MD--Psi Epsilon Omega (PEO) Chapter of Alpha Kappa Alpha Sorority (AKA), Incorporated® in Prince George's County, Md. has provided more than \$15,000 to 70 Black-owned businesses from Jan.- May 2020 in support of African-American entrepreneurs. Health and wellness providers, restaurants, plumbers, and clothing retailers, are just a few of the Black owned businesses supported by Psi Epsilon Omega Chapter of Alpha Kappa Alpha Sorority, Inc.

"As the first Black female Greek organization, our sorority has always supported the Black community. Despite this initiative being launched prior to the COVID-19 pandemic, we are thrilled that we were able to "intentionally" support African-American entrepreneurs during a time when businesses were required to close or reduce their services due to the coronavirus," said Benita Swindell, Alpha Kappa Alpha Sorority, Incorporated®, Psi Epsilon Omega Chapter President.

Psi Epsilon Omega along with other AKA chapters, are tracking the money that members spend each month at Black-owned businesses. This effort is part of the Black Dollar 365 initiative. This program highlights and promotes successful African-American owned businesses with an aim toward spawning new entrepreneurial ventures in our communities. PEO is encouraging intentional support, and leveraging the power of the Black dollar, 365 days a year.

"It is very important that we support local Black businesses 365 days a year, particularly in our service areas of Laurel, Bowie, and Greenbelt which are located in Prince George's County, Md., home to one of the wealthiest African-American counties in the United States," added Swindell. "It helps build jobs and support families in the communities where we live."

The Black Dollar 365 initiative is a part of [Alpha Kappa Alpha's Target 3 program, Building Your Economic Legacy](#), through support of African-American entrepreneurs.

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Alpha Kappa Alpha Sorority Incorporated®, Psi Epsilon Omega Chapter was chartered in 2007. Since its founding, the chapter has been aggressively implementing its programs of service in the communities of Laurel, Bowie and, Greenbelt Maryland.