BLACK GIRL MAGIC DAY GOES NATIONAL: FROM HARLEM TO A YEAR-ROUND MOVEMENT

Tuesday 23 September, 2025

Harlem, NY — September 23, 2025 – What began as a one-day community celebration in Harlem is now a growing national movement. Black Girl Magic Day, founded by Tanika Salmon, is expanding beyond its annual Pink Carpet Signature Event to deliver a year-round programme of mentorship, after-school clubs, and educational kits that uplift and empower girls.

With fiscal sponsorship from Team Unity Inc., a registered 501(c)(3) nonprofit, Black Girl Magic Day ensures all programmes remain free and accessible. Donations directly fund activity kits, mentorship programmes, and the annual showcase honouring the brilliance of young Black girls.

A Movement With Measurable Impact

Since its launch, Black Girl Magic Day has served hundreds of girls and families across Harlem — with plans to double participation in 2025. Each programme provides a safe space where girls discover new skills, celebrate their identity, and connect with inspiring mentors. Parents and educators report increased confidence, improved school engagement, and stronger peer connections among participants.

Pushing for National Recognition

The initiative is also leading a petition to establish Black Girl Magic Day as an official holiday in the United States, reflecting its growing recognition and cultural importance.

“Girls who see themselves celebrated, supported and empowered change the trajectory of their future,” said founder Tanika Salmon. “We are building a movement that every girl deserves to be part of — but we need the community’s support to make it possible.”

Celebrity Ambassador Search

Black Girl Magic Day is currently seeking a celebrity ambassador to champion the mission and amplify its reach. The organization believes that a recognizable voice can inspire national participation, attract funding, and help make Black Girl Magic Day a household name. Interested public figures and management teams are encouraged to connect with the organization to explore partnership opportunities.

Call for Partners and Supporters

Black Girl Magic Day is calling on parents, educators, community leaders, and sponsors to join the mission. Opportunities are open for corporate partnerships, media collaborations, and volunteer mentorship roles. Upcoming plans include bringing the Pink Carpet event to more cities, releasing new classroom kits, and launching a digital mentorship platform.

Supporters can learn more and contribute at:

- Donation page: https://teamunityinc.org/donate-to-black-girl-magic-day/
- Website: https://blackgirlmagicday.com

For sponsorship opportunities, press inquiries, or collaboration requests, please contact:

press@blackgirlmagicday.com

Follow the movement on Instagram at @blackgirlmagicday for updates, stories, and ways to get involved.

Media:

Related Sectors:

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Related Keywords:

Black Girl Magic Day :: Harlem Event :: Nonprofit :: Girls Empowerment :: Mentorship :: After School Programs :: Team Unity :: Youth Leadership :: Pink Carpet Event ::

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