WARNING!

DISCRIMINATES
AGAINST BLACK COMMUNITY BY DISCRIMINATING AGAINST BLACK PRESS

By shopping and purchasing products from, Ashley Furniture Industries Inc. and Ashley Furniture Homestores you are sponsoring discriminatory marketing practices against your historic community institutions, THE BLACK PRESS.

165 African American Newspapers Nationwide are asking you not to patronize or buy products or services from outlets that fall under the corporate name of Ashley Furniture Industries Inc.

By utilizing discriminatory marketing practices against African American newspapers they are, in our opinion, discriminating against us and your community in general.

SUPPORT THE AFRICAN AMERICAN PRESS!
Support this Our Fair Share Campaign for THE FUTURE OF YOUR HISTORIC BLACK NEWSPAPERS.

Go to kimberkimber.com for further information.
WARNING!

ALBERS BRANDS DISCRIMINATES AGAINST BLACK COMMUNITY BY DISCRIMINATING AGAINST BLACK NEWSPAPERS

By purchasing ALBERS BRAND PRODUCTS from Continental Mills Inc., you are sponsoring discriminatory marketing practices against your historic community institutions, THE BLACK PRESS.

We, 165 African American Newspapers Nationwide are asking YOU NOT TO PATRONIZE or buy ALBERS products until THEY PATRONIZE your cultural and historic media outlets.

By ignoring Black America’s newspapers and the African American consumer they are, in our opinion, discriminating against us, and our Black community in general.

SUPPORT THE AFRICAN AMERICAN PRESS!

Support this Our Fair Share Campaign for THE FUTURE OF YOUR HISTORIC BLACK NEWSPAPERS.

For more information and to review Black newspaper correspondence with Albers Brands see kimberkimber.com and call (559)268-0941

WHY BOYCOTT ALBERS?

ALBERS BRANDS has spent no measurable amount with African American newspapers in their history while receiving over $155 million in revenues from the Black consumer since 2010. Reports indicate that ALBERS BRANDS will TAKE over $25 million out of the Black community by the end of 2014, (which averages over $2 million dollars each month) and once again, spending nothing with African American owned newspapers.
Ashley Furniture and Albers Grits targeted by Black newspapers nationwide

Major food brand makes over $160 million off Black consumers while neglecting to patronize Black newspapers, Major furniture manufacture supports White owned newspapers and rejects Black owned newspapers

Popular for its grits and corn meal products, the Albers brand grosses $25 million a year on Black consumers while rejecting all brand marketing opportunities with Black newspapers

(FRESNO, CALIF) – Most Black households are familiar with the common staple of ready-made grits and corn meal—especially the Albers brand, produced by corporation, Continental Mills, Inc. In fact, Kimber Kimber & Associates determined in a study of “black consumer ad spending” that African-Americans will purchase over $25 million worth of products from Continental Mills under the brand name of Albers this year alone. They also noted that since Continental Mills took over the Albers brand from the Nestle Corporation, they have grossed over $160 million in total revenue from Black consumers.

In looking at corporations benefiting from the Black consumer and at the urging of Black newspaper publisher nationwide, Kimber-Kimber & Associates contacted Continental Mills President & CEO John M. Heilin an effort to give them an opportunity to support the black community and Black consumers through direct media buys with its 200 Black newspapers it represents nationwide.

“Despite having a huge income and product support from the Black consumer, Continental Mills and the Albers brand has made an infamous and historical decision to reject our proposals and not to market to and support their millions of African-American consumers nationwide,” explained Mark Kimber, CEO of Kimber Kimber & Associates and publisher of The California Advocate Newspaper, a family owned and operated Black newspaper since 1967.

“It is an amazing fact that the Albers brand is proving to be one of the most discriminatory marketers in the history of our nation’s food product manufacturers, despite huge Black consumer support,” said Kimber. “It is almost unimaginable that the CEO of Continental Mills, who produces and markets the Albers brand, to state to Black newspapers that his company does not have any intention to even consider to advertise or purchase seasonal branding advertisement, such as Black history Month ads, directed to the Black consumer through Black newspapers.”

As Continental Mills, Inc. has recently bragged about its large Black consumer support while not having to support Black media institutions, Kimber Kimber & Associates and its over 200 Black newspapers it represents
will be urging Black consumers to boycott the Albers brand for the remainder of the 2014 year through a large blatant print ad describing the discriminatory practices, along with other brand alternatives.

“We as the Black press seek to, as all other consumer groups, be incorporated in the very marketing structure of brands such as Albers, and never again be discounted from any product manufacturer who realizes the support of our black consumer dollar while not spending legitimate advertising dollars to support our institutions,” said Kimber. “That is the only way we Black newspapers will, like all other ethnic consumer groups and media outlets, keep our cultural media vibrant and sustainable.

Ashley Furniture is also being singled out as a company that ignores African American newspapers while spending millions of dollars in white owned newspapers advertising annually. “In regards to Ashley Furniture it is not a matter of newspaper advertising versus internet or broadcast advertising it is clearly just the fact that they choose not to utilize Black owned newspapers within the millions of newspaper advertising dollars they continue to provide to white and Hispanic newspapers annually. While our community continues to share our consumer dollars with Ashley Furniture they arrogantly ignore our newspapers while giving newspaper ad dollars to all other ethnic groups.”, stated Kimber.

This is the first series of the “Our Fair Share” Black newspaper campaigns designed to gain advertising support for Black-owned and operated newspapers nationwide. It is estimated by Adage Magazine and Ketchum Agency that major corporations will spend over $390 billion in newspaper advertising in the next fiscal year. Kimber Kimber & Associates noted that African-American newspapers currently receive less than 0.00001 percent of these ad dollar expenditures annually.

“In speaking regularly with over 80 black newspaper publishers around the country, it is clear that this is not personal to Albers brand or Ashley Furniture,” said Kimber, “but it is an overall idea of fair trade with our community. Even national brands such as Adidas and Cadillac have fallen short of their overall support of our traditional cultural media despite the fact that the Black consumer has made these brands into the success they enjoy today”

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The “Our Fair Share” ad campaign is an independent African-American newspaper Black consumer educational campaign designed by Kimber Kimber & Associates advertising agency, The California Advocate Newspaper, and over 160 Black weekly newspapers nationwide, which purpose is to inform African-American newspaper readers of the discrepancies of major newspaper advertisers and product manufacturers whom have Black consumer support, and are unfairly excluding black cultural media in paid advertising and marketing campaigns.

For more information see kimberkimber.com and call us at (559) 268-0941.

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