



## BLACK PUBLIC MEDIA SPOTLIGHTS THE CLOTHING-CLIMATE NEXUS

Sponsored by Paramount+, BPM's *BE HEARD* returns for New York Fashion Week with #ShopLikeNana, an effort to promote sustainable practices in fashion

**NEW YORK (August 28, 2024)** — [Black Public Media](#) (BPM), the Harlem-based national media arts nonprofit, is spotlighting the environmental crisis in the third iteration of its award-winning series and social media campaign *BE HEARD*. BPM has commissioned **Big Couch Entertainment** for *BE HEARD: #ShopLikeNana* to alert the public of the environmental crises caused by fast fashion and to promote the advantages of up-styling used and vintage clothing. Premiering on Monday, September 9, during New York Fashion Week and presented by BPM in partnership with [Paramount+](#), *BE HEARD: #ShopLikeNana* will be available to view on [blackpublicmedia.org](https://blackpublicmedia.org) and BPM's TikTok and other social media platforms.

*BE HEARD* is a two-time Anthem Award-winning, social media campaign designed to bring attention to important issues facing Black communities. BPM identifies a theme and then commissions a filmmaker to create content addressing it. This year's campaign aims to amplify Black voices in the global conversation on climate.

*BE HEARD: #ShopLikeNana* encourages consumers to rediscover style and reduce fast fashion by shopping in their grandmother's closet, their own wardrobe or local thrift stores. The goal is to encourage people to think about the value of their clothing beyond the purchase price and celebrate time-honored culturally resonate sustainability practices. The issue is timely: The fashion industry, the second-largest consumer of the world's water supply, is already [producing 10% of global carbon emissions and polluting our oceans with microplastics](#). Per the [Ellen MacArthur Foundation](#), left unchecked, the explosion of clothing production could see the fashion industry accounting for 26% of global greenhouse gas emissions by 2050. Fast fashion has created a textile waste crisis, causing devastating impacts to people of color around the world. *BE HEARD: #ShopLikeNana* is designed to activate Millennial and Gen Z shoppers, who are more engaged than older generations in addressing climate change.

Big Couch Entertainment's Sophia Clark, a New York Emmy-nominated content creator who directed the last iteration of *BE HEARD*, will direct the *#ShopLikeNana* campaign. Inuka Bacote-Capiga will produce original content featuring comedian Katrina Davis (Comedy Central, *America's Got Talent*) as a satirical late night show host covering a segment on fast fashion's role in climate change.

"We are excited to partner with Paramount+ to sound the alarm on the growing environmental crisis that fast fashion presents," said Denise A. Greene, BPM director of programs. "We look forward to working with Big Couch Entertainment to elevate the voices of those working to combat climate change through creative and sustainable fashion choices."

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In addition to the original programming, influencers will be invited to contribute content to the trend #ShopLikeNana on their personal channels to amplify the message and sustainability practice. Sean A. Watkins (@seanawatkins), owner of the consulting and cultural media firm Agency of Joy, will serve as the public face of the *BE HEARD: #ShopLikeNana* campaign.

As part of the campaign, BPM will launch a web page offering sustainable fashion resources.

#ShopLikeNana joins previous incarnations of *BE HEARD*, the first of which premiered in 2020 with a focus on voting ahead of the presidential election. In 2022, *BE HEARD: I Am Who I Say I Am* addressed gender diversity and affirmation.

*BE HEARD: #ShopLikeNana* will be available on Black Public Media's [TikTok](#) account (@BlackPublicMedia) and its [Instagram](#), [YouTube](#) and [Facebook](#) platforms, and on [www.blackpublicmedia.org/watch/beheard-shoplikenana](http://www.blackpublicmedia.org/watch/beheard-shoplikenana).

### **About Black Public Media**

Black Public Media (BPM) supports the development of visionary content creators and distributes stories about the global Black experience to inspire a more equitable and inclusive future. For more information, visit [blackpublicmedia.org](http://blackpublicmedia.org).

### **About Paramount+**

Paramount+, part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment and news brands, is a direct-to-consumer digital subscription video on-demand and live streaming service, combining live sports, breaking news and A Mountain of Entertainment™. The streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel. Paramount+ with SHOWTIME®, the service's cornerstone plan, is also home to SHOWTIME® content, including scripted hits and critically acclaimed nonfiction projects and films. This premium plan includes unmatched events and sports programming through the local live CBS stream, including golf, basketball and more. All Paramount+ subscribers have streaming access to CBS News Network for 24/7 news and CBS Sports HQ for sports news and analysis.

For more information about Paramount+, please visit <http://www.paramountplus.com/>, and follow @ParamountPlus on social media.

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