



The #BLAIRISMS and PeerForward Partner to Promote COVID-19 Safety and Educational Equity

The #BLAIRISMS, a leader in brand activism, has partnered with PeerForward, a national organization promoting equity in education, to protect and inspire young lives.

Through this strategic partnership, #BLAIRISMS will produce co-branded masks for PeerForward featuring the statement ***“Don’t Forget To Be Your Own Inspiration”***. The words are meant to motivate students to recognize the amazing potential within themselves. Masks will be free and distributed to high school and college students during the 2020-2021 academic year.

“It’s exciting to partner with #BLAIRISMS as they truly understand the importance of leveling the playing field for historically marginalized communities. Many of their influential words help to reinforce the forward-thinking work of our young people at PeerForward.”

– Gary Z. Linnen, CEO, PeerForward

“#BLAIRISMS is both excited and honored to partner with PeerForward, an organization that has and continues to engage activism through changing lives and inspiring young people. Having my words find home with the PeerForward family is a full circle beyond my imagination.”

– Blair Dottin-Haley, CEO, The #BLAIRISMS

#BLAIRISMS co-founders, Blair and Brandon Dottin-Haley will be featured Thursday, August 6th at 10:50 pm EST/7:50 PST during a takeover of Hillary Clinton’s Instagram, hosted by actress and producer, Erika Alexander. Alexander, who was a national surrogate for Clinton’s 2008 and 2016 campaigns, recently co-produced [John Lewis: Good Trouble](#), a documentary about the late civil rights icon, John Lewis. She is also co-founder of Color Farm Media with producing partner Ben Arnon.

Alexander will host live chats throughout the day with national leaders of color to emphasize diversified and often marginalized communities. Follow [@HillaryClinton](#), [@erikaalexanderthegreat](#), [@the.blairisms](#) @PeerForward on Instagram to view the live event.

ABOUT #BLAIRISMS

#BLAIRISMS, founded by Blair and Brandon Dottin-Haley, is known for smart and clever brand merchandising that also celebrates Black culture and cultural impact of Black people globally. Blair Dottin-Haley is a former National Programs and Implementation Manager at PeerForward and has contributed to its efforts to guide students across the nation on the path to success in higher education.

To learn more about #BLAIRISMS, visit: www.theblairisms.com

ABOUT PEERFORWARD

PeerForward is a national organization that has worked for more than two decades to close the gap in higher education success for more than 350,000 students from low-income communities where 86% identify as African American or LatinX.

To learn more about PeerForward, visit: www.peerforward.org

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