



Media Contacts

Raynetta Smith

Piper Rae PR

(323) 521-9034

raynetta@piperraepr.com

DeAnne Bradley

Sure Media Group

(323) 452-3122

deanne@suremediagr.com

National Organization Connects LA's Women of Color in Communications

Signature luncheon celebrated Awards Season and featured Issa Rae

Los Angeles (February 19, 2015) – In the midst of Hollywood's bustling Awards Season, more than 50 high profile women and men of color in communications gathered for an intimate lunch at [Jar Restaurant](#), to discuss the importance of diversity in communications and growing a professional network in Los Angeles.

Founded by Washington-based communications strategist **Lauren Wesley Wilson**, [ColorComm](#), the premier professional organization for women of color in communications, introduced its signature luncheon to this influential group on Thursday, February 5 as the organization is looking to launch a Los Angeles chapter. The first-ever West Coast gathering was coordinated by **Raynetta Smith**, owner of LA-based PiperRae PR, and featured a discussion with Issa Rae, creator of the Awkward Black Girl series. The discussion was moderated by **Dawn Kelly**, vice president of communications at Prudential.

"I relocated to Los Angeles from Chicago in 2012 with the mission of identifying and connecting with women in PR who 'looked like me,' said Smith, ColorComm LA lead. "Because of my affiliations with ColorComm in Chicago, I knew I wanted to connect with a similar organization. My search left me unfulfilled. It was then I reached out to Lauren, almost begging to bring ColorComm to LA. Eight months later, she made it happen."

With an annual conference held in Miami and established chapters in **Atlanta, Chicago, New York and Washington, D.C.**, ColorComm is the premier professional, membership, organization for women of color aimed at connecting mid- to executive-level professionals. Wilson acknowledges she formed ColorComm to, "build a strong network of like-minded leaders."

The luncheon featured leading executives in communications including: **Donna Byrd**, publisher of The Root; **Harriette Cole**, founding editor of Uptown, former editor-in-chief of Ebony and owner of Harriette Cole Media; **Kim Hunter**, founder and CEO of Lagrant Communications; **Ericka Pittman**, vice president of Combs Wines & Spirits, an affiliate of Sean Combs Enterprises; **Keli Goff**, staff writer for BET's Being Mary Jane; and **Sharon Liggins**, co-producer of the African American Film Critics Association(AAFCA), among many others.

The luncheon was sponsored by Prudential and supported by brands such as **CURLS™**, **Mereadesso** and LA-based **Newport Skinny Tea**.

In late March, Los Angeles will serve as one of six stops for the ColorComm Network Conference Tour. The tour will travel to major markets, with no ColorComm presence, to educate professionals about the benefits of the organization and its annual conference. If you are interested in receiving more information about ColorComm LA, contact Raynetta Smith, PiperRae PR at raynetta@piperraepr.com or (323) 521-9034.

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About ColorComm

The mission of ColorComm is to connect women with other like-minded individuals to build a strong network of leaders by creating mentors/mentees, business relationships and friendships. ColorComm offers a unique opportunity for women to share experiences and learn from one another to enhance their personal and professional development.