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For further information, contact:  
Marisa Rooney  
mrooney@braniganinc.com

## **Molson Coors and Greater Milwaukee Urban League Partner to Launch GMUL Entrepreneurship Connection**

*The networking group will provide Black entrepreneurs with business opportunities and resources*

**MILWAUKEE – Jan. 24, 2023** – Furthering its mission to support entrepreneurship and empower the next generation of diverse leaders, Molson Coors is partnering with [Greater Milwaukee Urban League \(GMUL\)](#), a Milwaukee-based nonprofit offering programs in education and employment for African Americans living in the greater Milwaukee area, to launch the GMUL Entrepreneurship Connection. As part of this program, local Black entrepreneurs will have access to business resources and year-round networking opportunities with likeminded business leaders.

“Molson Coors is committed to championing diversity and closing the racial wealth gap across our hometown communities,” said Michael Nordman, senior manager of community affairs for Molson Coors. “We’re thrilled to partner with GMUL to launch the Entrepreneurship Connection, which will empower Milwaukee’s diverse entrepreneurs and small businesses.”

Members of the GMUL Entrepreneurship Connection will also have access to the [Black Entrepreneur Initiative platform](#), which provides resources, tools and ongoing support for Black entrepreneurs to grow their businesses and have access to capital. In 2021, Molson Coors provided access to 200 Black entrepreneurs with 78% of participating entrepreneurs gaining new customers and 66% increasing their revenue.

“Greater Milwaukee Urban League is proud to call Bronzeville – the location of Milwaukee’s economic and social hub from the 1900s to the 1960s – home,” said Dr. Eve M. Hall, PhD, president and CEO of Greater Milwaukee Urban League. “We look forward to partnering with Molson Coors to provide this generation of African-American entrepreneurs with the skills and support needed for success.”

The GMUL Entrepreneurship Connection will be announced on Thursday, February 23 during the 62nd Annual Whitney M. Young, Jr. Equal Opportunity Day Awards Luncheon, sponsored by Molson Coors. Additionally, Molson Coors will be recognized with The Corporate Advocacy Champion Award. The award honors an outstanding company that advocates for change that benefits the community, commits to diversity and inclusion and provides economic empowerment that closes the equality gap. Following the awards ceremony, there will be a panel discussion focused on building generational wealth through entrepreneurship. There is no charge to attend the panel discussion. The deadline to RSVP for the luncheon is **Monday, February 14** and registration can be found [here](#).

In addition to supporting Black entrepreneurs in its hometown community, Molson Coors has worked toward providing equitable economic opportunity through its Project Justice initiative, which has collectively donated more than \$4.5 million to support North American organizations dedicated to equity, empowerment, justice and community building. For more information on Molson Coors, visit [www.molsoncoors.com](http://www.molsoncoors.com).

**About Greater Milwaukee Urban League**



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The Greater Milwaukee Urban League is an affiliate of The National Urban League. We lead through education and outreach, employment and empowerment, and advocacy to achieve economic vibrancy and equal access to all industries and disciplines that positions African Americans to create wealth and live a better quality of life. The Greater Milwaukee Urban League's vision is to ensure that Wisconsin becomes a top 10 place for African Americans to live and thrive and where the greater Milwaukee area becomes a leader in education and socioeconomic inclusion. For more information, visit [www.tmul.org](http://www.tmul.org) and follow us on Facebook, twitter, and Instagram: @urbanleaguemke.

### **About Molson Coors**

For more than two centuries, Molson Coors has been brewing beverages that unite people to celebrate all life's moments. From Coors Light, Miller Lite, Molson Canadian, Carling, and Staropramen to Coors Banquet, Blue Moon Belgian White, Blue Moon LightSky, Vizzy, Leinenkugel's Summer Shandy, Creemore Springs, Hop Valley and more, Molson Coors produces many beloved and iconic beer brands. While the company's history is rooted in beer, Molson Coors offers a modern portfolio that expands beyond the beer aisle as well. Our ESG strategy is focused on People and Planet with a strong commitment to raising industry standards and leaving a positive imprint on our employees, consumers, communities and the environment. To learn more about Molson Coors Beverage Company, visit [molsoncoors.com](http://molsoncoors.com), [MolsonCoorsOurImprint.com](http://MolsonCoorsOurImprint.com) or on Twitter through @MolsonCoors.

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