

The New York Exclusive

CIROC at Martha's Vineyard African American Film Festival 2022

Yesterday, CÎROC launched the latest iteration of #CIROCStands for Black Businesses during the Martha's Vineyard African American Film Festival as the brand celebrated the rich roots of excellence that run deep in the island community's culture and amplified the stories of success and joy that thrive there.

Together with award winning media personality Angela Yee and special guest actress Regina Hall, CÎROC hosted a special panel discussion to recognize Black-owned businesses and the powerful voices and people behind them, exploring their stories and spirit of entrepreneurship as they ignite change in their communities.

#CIROCStands "When one of us wins we all win and so I'm proud to be here amongst this group of Black businesswomen," said Regina.

The panelists included **India Rose**, owner of Sideline, a motivational sportswear and streetwear brand, **Nya Clarke**, owner of Martha's Vineyard Island-Wide Realty and **Zita Cousens**, owner of Cousen Rose Gallery, the longest running gallery in Oak Bluffs, where they shared their inspirational journey to success and gave valuable advice to upcoming business owners looking to jumpstart their next passion project.