

Why Colorado Black women are taking over white women's Instagram accounts

#sharethemicCO amplifies unheard voices

June 17, 2020 - Denver, CO - As you scroll through Instagram today, you may see some new faces and hear some new voices. Local Black influencers, business owners, activists and are sharing their stories, opinions and thoughts in front of audiences they may not otherwise have access to during an Instagram takeover throughout the day on Wednesday, June 17.

The original [#ShareTheMicNow campaign](#) took place last week when the Instagram accounts of popular white influencers such as Ellen and Sophia Bush were taken over by Black influencers like Luvvie Ajayi Jones (author) and Bozoma St. John (CMO, Endeavor), the national campaign organizers.

“When the world listens to women, it listens to white women.” The mission of the original campaign states, “For far too long, Black women’s voices have gone unheard, even though they’ve been using their voices loudly for centuries to enact change.”

Today, the movement will come to Colorado with the [#ShareTheMicCO campaign](#). Over 15 pairs will collaborate to further the mission of amplifying Black voices.

“With great power comes great responsibility. But how often do we use our power in real, actionable, influential ways?” said Colorado campaign organizer Ida Pennymon, who also serves as director of global events at Cherwell Software. “The goal is to hand over the mic, shift power and amplify the voices of Black women based in Colorado.”

In less than 4 days, Pennymon, along with the help of Olivia Omega (marketing/branding strategist) and Emily Schromm (fitness & nutrition guru), coordinated the campaign consisting of 32 local women.

“Oftentimes, Black voices are told how and when to show up, what they can and can’t say, how loud they can be, how ‘colorful’ they are allowed to be,” explained Schromm. “This campaign liberates Black voices to show up authentically in any way they want or need, uncensored and unsilenced.”

People are encouraged to follow the hashtag [#ShareTheMicCO](#) on Instagram throughout the day and to follow and support the women involved.

Colorado-Based #ShareTheMicCO Instagram Handles

| Black Voices | White Allies |
|---------------------|----------------------|
| @c.r.lee | @emilyschro |
| @unabashedlyfresh | @ohladycakes |
| @oliviaomega | @mrsjaeh |
| @leslieherod | @sightsoundsteph |
| @fitandnu | @hopetank |
| @idapennymon | @im_sarahmarie |
| @kerriejoy | @kellimtenant |
| @fluximagery | @fitfatandallthat |
| @keishamarieco | @theuncensoredempath |
| @sahipps | @sunny.daze |
| @alkemiaearth | @McCartergetshigh |
| @swirlgirdenver | @womenwhostartup |
| @Keosmarketing | @womeninkind |
| @author_MJ_logan | @imaginationsoup |
| @iamkaylamarque | @rooted.in.healing |
| @thefemaleshoota | @busbeestyle |

For Media Questions and Inquiries Contact:

Olivia Omega
olivia@oliviaomega.com
303-931-2628