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**Westgate Mall Hosts Black Owned Brockton Pop-Up Market**

***Friday, October 1 through Sunday, October 3, 2021***

BROCKTON, MASSACHUSETTS (September 2021) – Westgate Mall will once again partner with Black Owned Brockton to host Melanin Essential Market II, a curated pop-up market featuring a variety of local entrepreneurs. The Melanin Essential Market Pop-Up will be held at Westgate Mall on Friday, October 1 through Sunday, October 3rd from noon to 6:00 p.m.

Shoppers will find over twenty vendors featuring unique curated art, apparel, beauty products, home décor, specialty food, gifts and more including Insightful Tees, A Sistas’ Love LLC, Candlemvee Aromatherapy, and Feels of Foreal, among others. For more information and to view a full participant list, visit ShopatWestgateMall.com.

“We are delighted to present Melanin Essential Market II at Westgate Mall,” say Shaleah Gilmer, Founder of Black Owned Brockton. “It is wonderful to support our talented local entrepreneurs who are presenting a wide array of distinctive items which are perfect to give, as well as receive,” she concludes.

Black Owned Brockton was launched in June 2020 as a business advocacy organization. With over 1,000 members and supporters throughout the City of Brockton, Black Owned Brockton’s mission is to bridge the opportunity divide by ensuring that local black and brown small businesses in Brockton gain visibility, access to resources and consistent support that will empower and improve economic sustainability.  For more information, visit [BlackOwnedBrockton.com](http://www.blackownedbrockton.com).

“We are pleased to continue our successful partnership with Black Owned Brockton through this exciting pop-up marketplace at Westgate Mall,” says Rebekah Macchia, Marketing Director of Westgate Mall. “It’s never too early to start holiday shopping, and we encourage visitors to support these vibrant local businesses,” she adds.

**Westgate Mall**

Westgate Mall, an enclosed regional mall in Brockton, Massachusetts, features Burlington, Best Buy Outlet PlanetFitness, DICK’S Sporting Goods, Old Navy, and Staples, plus a mix of more than 60 specialty stores including Verizon and XFINITY Store by Comcast, Bath and Body Works, Jo-Ann Fabric and Craft Stores, Famous Footwear, The Children’s Place, and Rue21. Eateries include Chipotle, Buffalo Wild Wings, IHOP and Auntie Anne’s/Carvel/Cinnabon and more. Market Basket is also on-site. Westgate Mall is located at the intersection of Routes 24 and 27 in Brockton and accessible via the Brockton Area Transit Authority. For directions and additional information, visit [ShopatWestgateMall.com](https://www.shopatwestgatemall.com/). Westgate Mall is a New England Development shopping destination.

**New England Development**

For over forty years, New England Development has taken a creative, entrepreneurial approach to real estate development and management - delivering and sustaining successful projects across a wide range of property types. These projects transform complex challenges into preferred locations, generate long-term value to communities, afford compelling opportunities for local and national businesses, and offer sought-after experiences to a wide range of consumers.

The company is acclaimed for creating some of the country's most widely-recognized and successful regional centers, as well as multifaceted developments that combine retail, residential, hotel, and office uses. Outlet centers, high-end and street-front retail, airport retail, golf courses, restaurants, and marinas round out New England Development's robust portfolio. For more information, visit [NEDevelopment.com](http://www.NEDevelopment.com).

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