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Black Stock Footage

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## **Black Stock Footage launches platform to increase Black representation in digital media**

The stock footage platform is fundraising to launch the beta website

**Tampa, FL:** Black Stock Footage, a tech startup aimed at increasing Black representation, is launching its first fundraising campaign to fund the beta version of its online stock footage licensing platform. The platform will offer unlimited downloads of video clips focused on the cultures, hues, and activities of Black people. The stock footage platform will empower video content creators with better access to stock footage that amplifies Black representation. The campaign goal of \$75,000 will be used towards developing the initial beta website platform, creating strategic business partnerships, and enrolling the first 50 videographer contributors and the first 1,000 platform subscribers.

“Everyone has a role to play in making progress in the community. My role is creating platforms, systems, programs, and infrastructure that help push our community forward as a collective,” says Imani Lee, founder at Black Stock Footage. “It’s our collective responsibility to push the needle forward in terms of representation, visibility, and access.”

Features and benefits of Black Stock Footage include:

- **Better visibility & representation** to demystify what it visually means to be Black through downloadable video clips that showcase the variety of hues, phenotypes, and activities of Black people of different ethnic, socioeconomic, and cultural backgrounds.
- **Robust and user-friendly platform** that gives content creators access to high-quality stock footage that amplifies Black representation.
- **Story-driven 4K and HD stock footage** that showcases everyday Black life and the stories of Black people from around the world.
- **With affordable monthly or yearly subscription packages**, content creators will have access to unlimited downloads of royalty-free footage and universal Black Stock Footage licensing for personal or commercial use.

The Black Stock Footage team has a fundraising goal of \$75,000. After the successful fundraising campaign is completed, Black Stock Footage is aiming to launch its subscription-based beta platform in fall 2021.

For more information on Black Stock Footage and how the team is creating the largest stock footage platform representing Black people, activities, cultures, and phenotypes, visit [BlackStockFootage.io](https://BlackStockFootage.io).

**About Black Stock Footage:** Black Stock Footage is a subscription-based platform offering unlimited downloads of video clips that showcase the variety of hues, cultures, phenotypes, activities, and experiences of Black people. The early-stage tech startup is creating social impact through stock footage that amplifies Black representation in digital media. It's the #1 stock footage platform focused on Black people, empowering the current and next generation of content creators with access to stock footage that amplifies Black representation.