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FOR IMMEDIATE RELEASE

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Substantial Media LLC secures investment and Board of Directors commitment from Donald Thompson, CEO of Walk West and co-founder of The Diversity Movement

Raleigh, NC—Substantial Media LLC, the publisher of Substantial Magazine, a Black-owned and operated digital content platform that amplifies the positive stories within Black and Brown communities and brings awareness to important issues affecting underrepresented groups on a local, state, and national level is excited to announce an initial \$10,000 investment from Donald Thompson Holdings LLC.

As part of the initial investment, Donald Thompson, CEO of Walk West, co-founder of The Diversity Movement, and angel investor, will serve as Chair of the Board of Directors for Substantial Media LLC and assume partial ownership of the expanding media company.

“I admire Greg Hedgepeth and what he is trying to achieve with Substantial as well as his belief in the community he's serving,” said Donald Thompson. “I immediately wanted to help, as part of a commitment to give back to and support the new generation of Black entrepreneurs and innovators with my time, knowledge capital, and portfolio of companies to ensure their success.”

“When I think about the definition of the word substantial, I immediately think about the Black and Brown community and how considerably important it is—its size and worth, how strongly built and made we are, and I want to do nothing more than find meaningful ways to showcase that,” said Greg Hedgepeth, President and CEO of Substantial Media LLC. “With the support of Donald Thompson and his wealth of knowledge, we want to not only inspire but serve as a thought leadership resource for the next generation of culturally diverse leaders, entrepreneurs, and passionate communicators.”

Substantial Media LLC is quickly growing its reach and brand, and believes it has just begun to scratch the surface of how powerful storytelling can be when combined with the right leadership, business strategy, partnerships, and technology.

Substantial wants to be known as a disruptor in the Black media market and bring a renewed enthusiasm for Black news and positive stories that celebrate all that is *Substantial* about culturally diverse communities.

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Substantial Media, LLC | wearesubstantial.com

About Substantial Media LLC

Substantial Media LLC is a Black-owned and operated online subscription based multimedia company that produces and publishes a wide range of digital media that educates, informs and empowers Black and Brown communities. We are substantial and the next generation of content creators. [Learn more.](#)

About Substantial Magazine

Substantial Magazine is a regional publication that originated in Greenville, NC, and serves communities in eastern North Carolina. Under the direction of President and CEO Gregory L. Hedgepeth, the quarterly magazine is in its sixth year. The editorial focus promotes influential and affluent minorities, spotlighting their successes, and discussing relevant issues that directly affect Black and Brown communities. wearesubstantial.com

About Donald Thompson

With two decades of experience growing and leading firms, Donald Thompson is a thought leader on goal achievement, influencing company culture, and driving exponential growth. As an entrepreneur, Donald has led companies that have attained successful exits with strong returns for shareholders and employees. Donald is an angel investor personally infusing more than a million dollars in North Carolina ventures alone. donaldthompson.com

About Walk West

[Walk West](#) is a full-service digital marketing agency that specializes in strategic communications, web design and development, digital media, video production and content marketing. Walk West was founded and remains driven by its values of curiosity, adaptability, integrity, and collaboration.

About The Diversity Movement

The Diversity Movement was created by a core team of innovators at [Walk West](#) through collaboration with an international group of diversity practitioners, business experts, and marketing leaders to provide a comprehensive set of training, educational, and strategic resources to help organizations move beyond compliance-based thinking to a mindset that enables business transformation. Diverse teams that are fully engaged in decision making and execution are more innovative, more profitable, and more productive. Learn more at thediversitymovement.com.