



PRESS RELEASE

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Northside Funders Group launches Northside Storyville
*12 episode film series features North Minneapolis resident, entrepreneurs, artists
and youth*

MINNEAPOLIS, Minn. – Northside Funders Group (NFG), a place-based collective impact funders collaborative is changing the narrative about North Minneapolis through its new film series, *Northside Storyville*, which launches today.

Northside Storyville is a story data archive project aimed at challenging the typical negative narrative that surrounds the Twin Cities North Minneapolis community. “*Northside Storyville* challenges the headlines and rhetoric about North Minneapolis with real stories of everyday people and places who make the Northside’s’ heart beat with pride, said Tawanna Black, Executive Director of Northside Funders Group. “The fabric of the Northside is as vibrant and diverse as the generations of Minnesotans who have called North Minneapolis home, and it is time for people across the entire region to get to know the value and contributions that the Northside makes to our region, and we must do that by hearing it directly from the voice of the people who call the Northside home.”

Challenging a narrative that is too often colored with bias and fear takes time and requires commitment. NFG is partnering with Northside filmmaker, D.A. Bullock of Bully Creative on this project with intentionality, allowing Northside voices to tell their own story.

“We’ve invested in *Northside Storyville* to shine a light on the great work and cultural vibrancy of the North Minneapolis we know and love, said Sarah Hernandez, co-chair of Northside Funders Group and Program Officer at The McKnight Foundation.

Northside Storyville will release an episode each month with the first focusing on New Rules, a newly established event and creative co-working space on the Northside founded by former Target Corporation engineer, Chris Webley. As a new physical space in North Minneapolis, New Rules has experienced notable progress during its early stages by hosting 62 events that have attracted 4,000 visitors including 872 young people. To view the New Rules episode: <https://vimeo.com/223284490>

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About Northside Funders Group: *Northside Funders Group is a place-based, collective impact collaborative of public, private, family and corporate foundations and public sector partners aligning investments and strategies to achieve racial equity and economic opportunity in North Minneapolis.* www.northsidefunders.org

About Northside Storyville: *Northside Storyville is a yearlong documentary film series and story data archive project that acknowledges and amplifies North Minneapolis as a cultural, economic and political asset to the Twin Cities region.* www.northsidestoryville.com