

## For Immediate Release

### Contact Information:

Sun Devil Campus Stores / Follett Higher Education  
Ericka Pinon  
[eapinon@asu.edu](mailto:eapinon@asu.edu)



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## Building Legacy: Black History at ASU Is Being Written Every Day

*Sun Devil Campus Stores celebrate Black-owned companies with Arizona State University's Black African Coalition*

**TEMPE, AZ (February 5, 2026)** — While Black History Month traditionally honors the past, Arizona State University's Black African Coalition reminds us that Black history is still being written by today's students.

On February 5, members of ASU's Black African Coalition attended a photoshoot featuring Black students across ASU's campuses. Wearing ASU merchandise from the Sun Devil Campus Stores, students shared their experiences, what it means to be a Sun Devil, and their feelings about representing the next chapter of Black excellence at ASU.

"Black History Month means celebrating how far we've come, and then also looking forward to the future of all the things we can do, and we are working towards," second-year student Maya Richman explained.

One of the ways the Sun Devil Campus Stores demonstrates its commitment to the Black Community is by partnering with Black-owned businesses. One example is ASAP ELITE MEDIA, a Black-owned vendor that created popular merchandise featuring ASU football players Jordyn Tyson and C.J. Fite. The merchandise allows Black entrepreneurs a platform to showcase their work.

"By understanding our players and the dedication that drives their high-intensity environment, we find creative ways to bring our culture to life. Don't just overcome, redefine what's possible," said Rob Penn, owner of ASAP ELITE MEDIA.

The Black African Coalition unifies 18 student groups and Greek organizations with a mission to support recruitment, retention, and graduation, while increasing campus visibility through advocacy.

“I love all the different organizations and opportunities the community has to offer, as well as the diversity within the school,” first-year student Victoria Williams said. “ASU makes you feel welcome, especially with being a part of the Black African Coalition, seeing all the different events they’re hosting and working towards to make sure we celebrate our culture.”

Throughout the year, the coalition creates spaces for Black students to connect and succeed, partnering with Sun Devil Campus Stores to highlight the evolving history on campus.

### **About ASU Sun Devil Campus Stores:**

ASU Sun Devil Campus Stores operates multiple retail locations across ASU’s campuses, serving gathering places where students connect and build community. The stores provide official ASU merchandise, textbooks, technology, and supplies while supporting student life and campus traditions.