



REFINERY29

UNBOOTHERED



Refinery29's Unbothered Celebrates 5th Anniversary With Holiday Party

Refinery29's Unbothered, part of VICE Media Group, will host an immersive event, in partnership with Paramount+, along with EOS & Milk Makeup to celebrate 5 years of the media brand, created by and for Black folx

New York, 13 December 2022 - Refinery29's [Unbothered](#), Refinery29's community created by and for Black folx, will commemorate its fifth anniversary with an immersive event in New York to celebrate the media brand's successful growth, expansion, and evolution. Launched in 2017, Unbothered celebrates the beauty, power and complexity of the Black community, creating meaningful, substantive content that provides a safe space for young Black folx to feel seen and heard.

Five years after its creation by the Black staff members of Refinery29, *Unbothered* has grown from a dedicated IG channel to a global multi-platform brand across digital on Refinery29, a regular newsletter, viral *Dear, Black Love* video series Unbothered's award-winning *Go Off, Sis* podcast, and experiential touch points including The Glow Up. The Glow up was Unbothered's first ever live ticketed event in Atlanta, bringing the brand to

life over Juneteenth weekend this year and extending Unbothered's authority in the experiential space, both IRL and virtually. Last year, Unbothered launched Wash Day, an award-winning virtual event to celebrate Black women's shared experience of haircare. Bolstered by the success of its community building events and deep engagement, this year, Unbothered was named 'Most Engaged Community' by Digiday and is Refinery29's fastest growing and most engaged channel.

In celebration of their anniversary, Unbothered has also unveiled a special edition cover starring viral content creators **Cleotrappa, Lala Milan, Fannita, Aliyah Bah aka Aliyah's Interlude** and **Elsa Majimbo**. The cover, "[For Us, By Them: These Black Women Have Mastered The Art of Thriving Online](#)", is an ode to Unbothered's favorite creators who've made the Internet fun, safe, and ultimately joyful these past few years, much like Unbothered has for its own community.

On December 13, *Unbothered* will host a 5th anniversary event for its community in New York City to celebrate the evolution of the brand and its audience. *Unbothered* has also partnered with the second season of THE GAME, premiering December 15, exclusively on Paramount+. The series offers a modern-day examination of Black culture through the prism of pro-football, as the team tackles racism, sexism, and classism, all while trying to maintain their souls as they each play THE GAME. Activations on site include: a customized belt bag activation booth, custom photo moment where attendees can be the star of their own Unbothered cover, signature cocktails by Paramount+ *The Game*, along with EOS, and gift bags featuring speciality products from *The Game*, EOS, Milk Makeup, & Pattern.

"Over the past five years, Unbothered has grown from a one-of-its-kind social channel to a dynamic cultural force that continues to resonate with our amazing community of Black folx, who love the safe space we've created with them on and offline," said **Chelsea Sanders, VP, Multicultural Brand Strategy & Development for Refinery29's Unbothered & Somos**. "Our success is rooted in the simple fact that we are our audience, so it's only right that we all celebrate together this holiday season. We're commemorating this milestone with them, the creators and voices who've made these past few years so bright, alongside partners like Paramount+ who've helped bring this party to life!"

About Unbothered

[Unbothered](#) is Refinery29's community created for and by Black folx, celebrating the beauty, strength, and power of the Black community. As Refinery29's most engaged channel, Unbothered is a testament to the intrapreneurship of its Black employees, who started the brand in 2017 in order to see more of themselves represented internally and in media. Now, with an expansive reach across platforms including social, newsletter, podcast, and experiential extensions, Unbothered continues to expand upon its mission of providing a safe, celebratory and cathartic space for Black folx to be seen and heard.

About VICE Media Group

VICE Media Group is a global multi-platform media company. Launched in 1994, VICE has offices across 25 countries across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency. VICE Media Group's portfolio includes Refinery29, the leading global media and entertainment company focused on

women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and i-D, a global digital and quarterly magazine defining fashion and contemporary culture and design.

About Paramount+

Paramount+, a direct-to-consumer digital subscription video on-demand and live streaming service, combines live sports, breaking news and a mountain of entertainment. The premium streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel. The service is also the streaming home to unmatched sports programming, including every CBS Sports event, from golf to football to basketball and more, plus exclusive streaming rights for major sports properties, including some of the world's biggest and most popular soccer leagues. Paramount+ also enables subscribers to stream local CBS stations live across the U.S. in addition to the ability to stream CBS News Network for 24/7 news and CBS Sports HQ for sports news and analysis.

For more information about Paramount+, please visit www.paramountplus.com and follow @ParamountPlus on social platforms.

About CBS Studios

CBS Studios is one of the world's leading suppliers of entertainment programming, with more than 60 series currently in production for broadcast and cable networks, streaming services and other emerging platforms. The Studio's expansive portfolio spans a diverse slate of commercially successful and critically acclaimed scripted programming, which includes genre-defining franchises such as "NCIS," "CSI" and the ever-growing "Star Trek" universe, award-winning late night and daytime talk shows, as well as an extensive library of iconic intellectual property. The Studio also develops and produces local language and international content originating outside of the U.S. with series in the U.K., Europe, the Middle East and Australia.