

FOR IMMEDIATE RELEASE

"Business Auntie NeNe" Shennice Cleckley to Launch Transformative Book, "CTRL, ALT, Believe," at National Urban League Conference 2025

CLEVELAND, OH – July 15, 2025 – Melanin Innovations today announced the highly anticipated release of **"CTRL, ALT, Believe: How Heaven Inc Invests in Kingdompreneurs,"** the groundbreaking new book by founder and CEO, Shennice Cleckley. The leadership novel, offering a unique playbook for purpose-driven entrepreneurs, will officially debut on **Saturday, July 19th**, at the prestigious National Urban League Conference 2025 in Cleveland, Ohio.

"CTRL, ALT, Believe" is a captivating guide for entrepreneurs navigating today's digital landscape. It introduces Cleckley's signature "Faith Fueled Tech" approach, revealing how to blend core values with cutting-edge tools like Artificial Intelligence to build businesses that are not only prosperous but deeply aligned with their purpose. The book provides a clear framework to overcome common entrepreneurial hurdles and activate a "God-inspired digital blueprint" for success.

Shennice Cleckley, affectionately known as "Business Auntie NeNe," is an AI Evangelist, a former Google Digital Coach, and a serial entrepreneur with over two decades of experience. Recognized for her unique ability to simplify complex digital tools, she empowers entrepreneurs, particularly Black women, to leverage technology ethically for growth and impact.

Cleckley will also be a featured speaker at the conference during her session, **"Power Moves: Defend small business, demand tech equity, defeat The economic divide,"** where she will teach entrepreneurs how to use AI to create thriving, impactful businesses and strategically reduce the economic gap.

"It's an honor to launch 'CTRL, ALT, Believe' at an event as significant as the National Urban League Conference," says Cleckley. "This book offers the very 'Power Moves' entrepreneurs need to build thriving businesses, demand tech equity, and actively reduce the economic divide. It's a playbook for purpose-driven growth, proving that when faith fuels your tech, limitless possibilities emerge."

About Melanin Innovations Melanin Innovations, founded by Shennice Cleckley, is an organization dedicated to empowering faith-driven entrepreneurs with the knowledge, skills, and ethical frameworks to leverage AI for spiritual growth and business success. The company's initiatives focus on bridging the technology gap and promoting the responsible use of AI for social good.

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