



Avery Burton
FOUNDATION

For Immediate Release

Nevada PR Professional Reggie Burton Spotlitged In Iconic “Obsidian & Neon” Photo/Narrative Profiles Exhibit

Henderson, NV – The third annual “Obsidian & Neon: Building Black Life & Identity in Las Vegas” photo/narrative profiles exhibit is featuring Reggie Burton, owner of the RB Group public relations firm and founder of the Avery Burton Foundation, as one of its 21 iconic photo/narrative profiles of black Las Vegas who have made a difference in their community.

The exhibit opened Dec. 10 in the Clark County Sahara West Library, 9600 W. Sahara Ave., Las Vegas, and runs through Feb. 26.

“Obsidian & Neon” is a collection of 21 striking black-and-white photographs of noted Nevada African American community leaders by veteran Las Vegas photographer Jeff Scheid, accompanied with narratives written by artist, writer and professor of creative writing at the College of Southern Nevada Erica Vital-Lazare. Highlighted black Las Vegas were chosen from areas that included the arts, sports, casino-work, activism and politics.

In previous years, “Obsidian & Neon” has been exhibited in the Nevada State Museum, UNLV’s Marjorie Barrick Museum of Art and the Terminal 1 Gallery at Harry Reid International Airport.

Burton was chosen for inclusion in “Obsidian & Neon” for his work at the Avery Burton Foundation. ABF was founded by Burton and his family to honor his son, Avery Rashawn Burton, who two months after graduating from the University of Nevada Las Vegas (UNLV), suffered a major depressive episode

and took his life in July 2017 at age 22. He had just received his degree in May 2017 in Kinesiological Science and planned to pursue a doctoral degree in physical therapy at UNLV.

"It's hard to encapsulate... the honor of Reggie Burton's induction in what I have come to call the Pantheon of Black Excellence in Las Vegas," Vital-Lazare said. "The name, Obsidian & Neon, evokes the qualities of that eponymous rock—that beauty, strength, resilience—along with the iconic light that shapes this city, as well as the inner light those represented in this project so beautifully share.

"Reggie Burton embodies the spirit of Obsidian & Neon," Vital-Lazare continued. "From his time as a PR exec for major properties on the Strip, to running his own firm, to the founding of a nonprofit born of deep family loss, he shines his light, and in the midst of his strength, does not shy away from the vulnerability it takes to care for others, to lift and to lead a community as we confront issues of mental well-being."

Vital-Lazare's narrative profile on Reggie Burton reads, in part:

SON OF CONSCIOUSNESS

There is a Zen-like humility, constancy and equilibrium in the presence of PR professional Reggie Burton. Having made a name in journalism, casino board rooms and in public relations for the NFL, Burton founded The RB Group—a boutique public relations and social media marketing company honored as a "Rising Star" by the Western Region Minority Supplier Diversity Council, with a list of clients as far-ranging as the Ogden Wellness Foundation, the Urban League, and the Las Vegas Golden Knights. In building his own firm, the L.A.-born father of three attained many triumphs and faced a host of challenges—but none as exacting as the loss of a son in 2017. Burton began the Avery Burton Foundation in an effort to combat the stigma surrounding mental health. His book, "This is Depression", has led to national speaking engagements and workshops as memorial and mission in the name of his son—Avery.

To read Reggie Burton's full narrative profile, please go to:
www.averyburtonfoundation.org.

To honor Avery's memory and warn families about the dangers of depression, the Burton family started a scholarship in his name. The Avery Burton Excellence in Academics and Sports Scholarship ensures his legacy will live on through the work of the ABF and storytelling initiatives, including the Resilience Project, which publishes student essays to ensure they have their voices heard and inspire hope for others struggling with the mental health toll from isolation.

For more information please visit: www.averyburtonfoundation.org.

To learn more about Avery's story, read Burton's book, "***This is Depression,***" his personal story of Avery's life and battle with depression available on Amazon or www.thisisdepressionthebook.com.

"It's an honor to be featured in Jeff's and Erica's photo essay exhibit," Burton said. "I am a mental health advocate, but I'm also a storyteller and proud to be associated with "Obsidian and Neon" and highlighting the contributions of Black Nevadans in such an artistic way."

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