



Revolution Host 23 Locally Owned Small Businesses for Pop-up Market at Saturday's Match for C.H.A.N.G.E."

Local businesses associated with Women of Color Entrepreneurs or Heritage Market hosting market at Gillette Stadium prior to Revolution match vs. Houston

FOXBOROUGH, Mass. (August 7, 2026) – The New England Revolution partnered with **Women of Color Entrepreneurs (WOCE)** and **Heritage Market** to bring 23 local BIPOC-owned small businesses to a Pop-Up Market in the Revolution Fan Zone before the club's annual Match for C.H.A.N.G.E. on **Saturday, August 8**. The Pop-Up Market, open from 1:30 p.m. – 4:30 p.m. ET in the Revolution Fan Zone in the main plaza, will take place before the Revolution host Houston Dynamo FC in Major League Soccer action at Gillette Stadium, a 4:30 p.m. ET kickoff. Tickets for Saturday's match are [available here](#).



Founded in 2019, **WOCE** supports women of color entrepreneurs with the goal to expand and build female-owned businesses. The nonprofit is dedicated to providing mentorship, programming, peer support, technical assistance, and curated access to potential customers, partners, and investors in Massachusetts. WOCE onboards a cohort of seven to 12 entrepreneurs annually to maximize the long-term success of women of color entrepreneurs. The Revolution Foundation and WOCE began their collaboration in 2022, when the club donated \$20,000 to the organization. To donate, get involved, or learn more about WOCE, visit woce.us.

For the second year in a row, the Revolution Foundation has also partnered with Boston-based **Heritage Market** to expand the range of small businesses participating in Saturday's market. Rooted in a mission to help celebrate culture, entrepreneurship, and local creativity, Heritage Market is dedicated to uplifting and showcasing BIPOC-owned small businesses through curated marketplaces, pop-ups, and collaborative events. The organization works to create vibrant spaces around Boston where small business owners can connect with new audiences, share their stories, and grow their impact. Check them out on Instagram [@heritage_market_corp](https://www.instagram.com/heritage_market_corp).

In addition to the Pop-up Market, Saturday's match features numerous elements as part of the Revolution's annual Match for C.H.A.N.G.E. Also in Fan Zone, [InnerCity Weightlifting](#), which aims to amplify the voice and agency of people who have been most impacted by systemic racism and mass incarceration, will lead workout activities led by their coaches.

On the pitch, players will wear numbers and a captain's armband designed by Maine-based artist Eamon White, which will be auctioned after the match to benefit the [Eliot Family Resource Center](#) in Everett, Mass. The national anthem will be performed by Kay Wolf, an artist affiliated with [BAMS Fest](#), which exists to amplify and create opportunities for artists and creatives of colors by supporting and building a healthy Black arts ecosystem and creative economy across Greater Boston and Beyond.

Saturday also marks the return of the Revolution Drive Series. Fans are invited to donate new and unopened twin sheets, blankets, and towels for [Hildebrand](#). Based out of Cambridge, Mass., Hildebrand's mission is to transition families out of homelessness to safe, affordable, permanent housing, while working to disrupt systems that lead to poverty and homelessness. Donation bins will be posted outside all stadium gates.

Small Business Spotlight

Here is a closer look at the 23 local businesses that will participate in Saturday's WOCE and Heritage Market Pop-Up Market:

[16 pieces](#) – A thrift store with flavor! Offering a generous selection of preloved apparel for all sizes and pronouns, sustaining our planet Earth is vital. More than half of the pieces in store are under \$10, making it the notable bridge between affordability and bold fashion.

Ankara by Luciana Home Decor & Designs LLC - Local Boston seamstress and designer who hand makes home decor, women's kimono robes, handbags, and accessories. All products are made from 100% cotton and sustainable materials.

[Art Cooks Meals](#) - Boston-based prepared meals company creating artisan Latin fusion recipes made with local ingredients. They offer 100% gluten free fresh and frozen meals for busy families and workplaces, making healthy, culturally inspired food convenient and accessible.

[Artemisia & Acupuncture](#) - Offering East Asian Medicine-based healthcare with focus on radical healing and trauma-informed care.

Biscuits N Syrup / Freezy Bitez - Handcrafted biscuits, spreads, and syrups with comfort and authenticity in every bite.

[Comic Book Thieves](#) - T-shirts and art prints with images depicting comic book icons mixed with social justice issues.

Gassaholics Worldwide - Clothing brand for the cannabis industry.

[Infinite Flow](#) - Beverage company that specializes in creating nonalcoholic beverages that mix with various liquors.

[Kita-Co](#) - Seller of exotic snacks and drinks from around the world.

[Lace Layer](#) - Beauty brand creating high-performance lace wig essentials, from waterproof lace glue and melting sprays to skin protectants, tint, and removers.

[Linx Lab Jewelry](#) - Permanent jewelry brand specializing in custom-fitted, personalized pieces that seamlessly combine style and comfort.

Lustre by Melle - Black women-owned beauty brand based in Massachusetts, specializing in high-quality cosmetics and beauty experiences that celebrate confidence, self-expression, and inclusivity.

Luxe 80 Events - Luxury car and culture collective that hosts community drives and showcases.

Major Gallery - A creative retail space offering on-the-spot custom clothing, original artwork, sneakers, collectibles, and live art experiences that bring art, fashion, and culture together.

MVS Welding - Providing high-quality construction in a manner that is safe, on-time, and within budget.

One in a Trillion Entertainment - Multi-media entertainment and marketing company that sells products coinciding with music and media releases.

Outlandish Cosmetics - Specializes in handcrafted natural hair and skin cosmetics, along with unique fashion pieces.

The Record Revival - Transforms retired vinyl records into meaningful works of art that celebrate music, creativity, and personal expression. In addition to selling vinyl wall art, collectible gifts, custom commissions, and DIY vinyl paint kits, The Record Revival also hosts interactive painting experiences for festivals, corporate events, schools, and private parties.

Replenish Scrubs - Premium line of handcrafted sugar scrubs that elevate skincare through the power of nature. Made with organic raw cane sugar and a nourishing blend of cold-pressed oils, their scrubs provide gentle exfoliation while deeply moisturizing and replenishing the skin.

Repntnz - Faith-based clothing brand.

True 9 Accessories - Offers a variety of handmade jewelry and accessories that are versatile, chic, and fun. Items include handmade and custom sunglasses, necklaces, bags, bracelets, earrings, jewelry organizers, headbands, rings, watches, bow ties, tie clips, and gift baskets.

Uvida Shop - Boston's first zero-waste, eco-friendly store that encourages others to live more eco-conscious lives.

WHOzWHO - Urban luxury street brand inspired by psychedelic arts and experiences.

ABOUT C.H.A.N.G.E.:

The New England Revolution are committed to promoting social justice and combating systemic racism through the club's C.H.A.N.G.E. platform, which encompasses a wide range of fundraising and education initiatives. C.H.A.N.G.E. stands for Converse, Help, Amplify, Nurture, Galvanize, and Educate. Learn more about the Revolution's C.H.A.N.G.E. platform by visiting revolutionssoccer.net/change.

Revolution Communications

Communications Staff

Interviews, Access & Credential Requests

E: media@revolutionssoccer.net

Adam Klionsky

Director of Communications

adamk@revolutionssoccer.net

C: (508) 455-7551

Harold Rivera

Communications Manager (Español)

haroldr@revolutionssoccer.net

C: (508) 404-0248

Dan Shulman

Kylie Roberts

Senior Communications Coordinator

dshulman@revolutionsoccer.net

C: (508) 404-5677

Communications Coordinator

kylier@revolutionsoccer.net

C: (774) 378-0668

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NEW ENGLAND REVOLUTION • 1776 REVOLUTION WAY • FOXBOROUGH, MA 02035

Revolution Media | One Patriot Place | Foxborough, MA 02035 US

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