

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

October 2016



Black PRWire

Celebrates 16 *Years* OF SERVICE



Sixteen years ago, it all started with a thought ... what if there were a news wire that provides relevant information featuring the works, accomplishments and efforts made by people of color to the nation, and even the world.

That thought became a reality! And this October, Black PR Wire – the nation's first and one of the largest Black online news wire companies – is growing strong and is simply Thrivin'!

"It is truly a dream realized and a labor of love," says **Bernadette Morris**, CEO and Founder of Black PR Wire, Inc. I am blessed to work with an extraordinary team of talented individuals and we are thankful for our loyal customers and media partners nationwide."

Black PR Wire partnered with Business Wire, the global leader in news distribution over 10 years ago. The blooming partnership has helped to propel the clients, sales and services of the company. "Congratulations Black PR Wire on 16 years of sweet success. The personal touch used for every client, and your unwavering commitment to get the job done right, will always set you apart." Best wishes, **Raschanda Hall** – Director of Global Media, Business Wire

In addition to our incomparable working relationship with Business Wire, BPRW has represented the who's who in virtually every business industry. "We are fortunate to represent prominent companies including Coca-Cola, Toyota, Aspire TV, Walmart, and L'Oréal, to name a few, who are among our satisfied brand customers," says **Simone Cook**, BPRW's Newsroom Manager.

Another key factor in BPRW's success stems from a solid base of PR, marketing and advertising agencies from across the U.S. and the Caribbean. Power agencies including Precise Communications, Uniworld, 135th Street Agency, Flowers Communications, and Golin are among the leaders of the pack.

In addition, Black PR Wire's strength in the publishing and placement of our clients' message is credited to exceptional Black media partners and their direct readers and listener-based markets. Critically-acclaimed publications including *New York Trend*, *LA Sentinel*, *Caribbean Today*, *Houston Style*, and *Charleston Chronicle*, to name a few; continue to provide prominent placement of news articles of Black PR Wire in their print and online editions.

Both **Black PR Wire's** clients and media partners realize the POWERFUL advantages of working with "THE Online Source for Black News," where there is POWER ...

- In our fast distribution services.
- In our coast-to-coast media relations.
- In our "media briefings."
- In our clipping service.
- In our *Black Resource Directory* publication.
- In our *Thrivin'* monthly newsletter.
- In our HBCU Writer's Project initiative.



Thank you for allowing Black PR Wire to be a part of your online source for Black news. We look forward to continuing to deliver for you.

Black PRWire

Dear Valued Clients,

It's time to Fall into *Sweet16* savings with Black PR Wire.

In celebration of our sweet 16th Anniversary, we are offering a national press release distribution rate, plus one logo and photo, for only \$160.00. This offer is available for both new and returning customers, so spread the word and tell your friends. Mention **#BPRWFallSavings16** for the special discount.

Give us a call and submit your release today. Offer ends October 31st.

Black PR Wire, Inc.

Your online source for Black news

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HAPPY *Sweet* 16

Black PRWire

Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

publications and media, as well as provides services to social service and grassroots organizations and influential leaders throughout the United States and the Caribbean. Plus, we provide our services in

English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: WWW.BLACKPRWIRE.COM.

"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"



POWER PROFILER: ROBERTA THOMSON CORPORATE COMMUNICATIONS DIRECTOR, FACEBOOK

Roberta Thomson currently serves as Corporate Communications Director at Facebook. In her role, she helps tell Facebook's story both externally and internally.

Prior to joining Facebook's team, Thomson spent over seven years at critical issues and corporate relations agency Brunswick Group, where she advised on media relations, crisis and issues management, and over \$150bn of M&A transactions. She has deep knowledge of the

telecom sector after spending two and a half years onsite working with AT&T's Global Media Relations team.

Roberta started her professional life as a chartered accountant with Deloitte in London, where she worked with clients across sectors on both statutory audits and Sarbanes-Oxley compliance. She brings a transatlantic perspective having worked in London, New York, Dallas and Silicon Valley.

CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out some of the latest happenings throughout the country this month.



#FemmeAgenda, South Florida's First Women & Femme Economic Congress

October 1, 2016
Miami Gardens, FL
femmeagenda.org

Barbados Jazz Excursion

October 7 – 10, 2016
Barbados
barbadosjazzexcursion.com

ELAN TROTMAN JEFFREY OSBORNE PETER WHITE BRIAN SIMPSON ALTHEA RENE MARCUS ANDERSON

Anthony Hamilton

"What I'm Feeling" Tour

October 29, 2016
Columbia, SC
ticketmaster.com

D'ANGELO THE ROOTS

Roots Picnic NYC

October 1 – 2, 2016
New York, NY
rootspicnic.com

YUNA

15th Annual Florida Black Expo

October 8, 2016
Jacksonville, FL
blackexposouth.com

David Barber Yara Shahidi Natasi Naughton Marvin Sapp Demetria McKenry

NILE RODGERS LADY LESHURR JEREMIH

WU-TANG-CLAN EPMD

7th Annual Silicon Valley African Film Festival

October 14 – 16, 2016
Mountain View, CA
svaff.org

Taste of Atlanta

October 21 – 23, 2016
Atlanta, GA
tasteofatlanta.com

Taste of Soul 2016

October 15, 2016
Los Angeles, CA
tasteofsoul.org

OUR TEAM

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FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT WWW.BLACKPRWIRE.COM

BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:



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