NEWSLETTER OF BLACK PR WIRE, INC.

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February 2017

3 Save the Date: Black PR Wire and Business Wire to Host Joint Webinar for Black History Month

Month and in celebration of their will share insights on how social continued partnership, Business media has changed the way we joint webinar on February 21, 2017 at 1 p.m. ET. Topics on the impact and effectiveness of social media in today's society will be discussed.

show that African-Americans will

continue to be significant consumers

and heavy influencers of goods and

services purchased in the United

are

States.

So what does

this mean for

African American

consumers? Given

this information,

many organizations encouraging

African Americans

In recognition of Black History As in tradition, a dynamic panel Wire and Black PR Wire will host a receive and share information and how businesses, individuals and movements have benefited from this ever emerging landscape.

For more information and further details, stay tuned to www.BlackPRWire.com

The Power of the Black Dollar

There's power in the Black dollar! According to the University of Georgia's Selig Center for Economic Growth, Black buying

power is expected to reach \$1.4 trillion by 2020. This is about 275 percent growth since 1990, when black buying \$320 power was billion.

The growth in black buying power

results from both an increase in the number of black-owned businesses as well as from the increase in education among the African-American population, which leads to higher incomes. Studies



to support and patronize Black-owned business and those brands that are in sync with our interests, values and aspirations. By supporting black-owned business, profits from our spending help the community where we live!

February 7th Marks National Black **HIV/AIDS** Awareness Day

National Black HIV/ AIDS Awareness Day (NMHAAD) will be held on Tuesday, February 7, 2017. The NBHAAD initiative leverages a national platform to educate, bring awareness, and mobilize the African American community.

According to the CDC, African Americans have a disproportionate burden of HIV and AIDS compared to other racial/ethnic groups in the United States. While blacks represent approximately 12% of the US population, they account for more new HIV diagnoses (44%) and people living with HIV (41%) than any other



National Black

racial/ethnic group.

HIV/AIDS Awareness Day aims to promote HIV education, testing, community involvement. and treatment in black

communities. This year's theme is "I am my Brother/Sister's Keeper: Fight HIV/ AIDS." Individuals are encouraged to educate themselves and others, find a local testing center, get tested, and avoid becoming statistic.

For more information on National Black HIV/AIDS Awareness Day, visit www.blackaidsday.org.



Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and

publications and media, as well as provides services English and Creole. To find out more about Black to social service and grassroots organizations and PR Wire, Inc., call us toll free at 1-877-BlackPR or pulse of the Black community. The company holds influential leaders throughout the United States visit the website at: WWW.BLACKPRWIRE.COM. a comprehensive listing of over 1,200 Black-owned and the Caribbean. Plus, we provide our services in

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THE NEWSLETTER OF BLACK PR WIRE, INC.

POWER PROFILER: ELAINE WELTEROTH, EDITOR-IN-CHIEF, TEEN VOGUE

Elaine Welteroth, 29, is the Editor-in-Chief of Teen Vogue. Welteroth is the youngest person to be appointed to the title of editor-inchief of a Condé Nast publication. She is also only the second African-American to ever hold the title in the company's 107 year existence.

Prior to being named Editor-in-Chief, Welteroth served as Teen Vogue's first African American beauty director. In her role, she oversaw all beauty content across the brand's print, digital and social platforms, reaching a collective audience of over 13 million monthly.

team, Welteroth held senior roles at Glamour and Ebony and studied Communications and Journalism California State University, at Sacramento before moving to New York City to pursue a career in publishing.

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And now through February 28th, we're offering a 10% discount when you use our online service. Just type in the discount code BPRWBHM to activate this special offer at check out.

Too busy to do the paperwork? Then send your release to newsroom@blackprwire.com, or give us a call 1-877-BLACKPR and we'll do it for you.

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Before joining the Teen Vogue

CALENDAR OF EVENTS

ART GALLERY OPENING: HARLEM RENAISSANCE February 1, 2017

Ft. Lauderdale, FL www.ulbroward.org/black-celebration

4TH ANNUAL BLACK HERITAGE FESTIVAL

February 4, 2017 Miami Gardens, FL www.eventbrite.com/e/black-heritagefestival-tickets-31041231158

"LISTEN UP! AFRICAN AMERICAN HISTORY," February 4, 2017 Dover, DE

www.news.delaware.gov

SUPER BOWL LI

BPRW

ALLIANCES

February 6, 2017 Houston, TX www.nfl.com/super-bowl



Yolanda Adams Erica Campbell THE KEEP THE PROMISE **CONCERT & MARCH** February 7, 2017

www.usakeepthepromise.org



Cedric the Entertainer

33RD SALUTE TO GOSPEI MUSIC PROGRAM February 11, 2017 Waukegan, IL

www.jlcenter.clcillinois.edu

Black PR Wire has several alliances and

strategic partnerships with wire services and

national organizations. They include:

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

THE 70TH ANNIVERSARY **BRONNER EXPERIENCE** February 11 – 13, 2017 Atlanta, GA www.bronnerbros.com

TORONTO BLACK FILM FESTIVAL

February 15 - 19, 2017 Toronto, ON www.torontoblackfilm.com

ANKARA MIAMI WEEK

February 16 - 19, 2017 Miami, FL www.ankaramiamiweek.com



Photos Courtesy of Innovative Arts Photography

NBA ALL-STAR WEEKEND February 17 -19, 2017 New Orleans, LA www.nba.com/allstar



OUR TEAM

Bernadette A. Morris President/CEO bmorris@blackprwire.com

Ricardo F. Reves AVP/Creative Director rreyes@blackprwire.com

Tanisha Coleman Marketing Manager tcoleman@blackprwire.com

Simone Cook Account Coordinator scook@blackprwire.com

Teodoras Vitkauskas Webmaster tvitkauskas@blackprwire.com

Erica Brown Graphic Designer ebrown@blackprwire.com

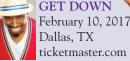


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152 NE 167th Street • Suite 403 • Miami, FL 33162 • 1-877-BlackPR • www.blackprwire.com

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Eddie Griffin