

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

March 2017

BLACK PR WIRE AND WOMEN GROW STRONG

WOMEN OF POWER AND INFLUENCE

A MONTH-LONG CELEBRATION HONORING WOMEN

In recognition of Women's History Month, Black PR Wire and Women Grow Strong have teamed up to honor and highlight women who have made a profound impact in the lives of hundreds of people on a local, statewide, national and even global level.

The campaign is entitled: "Women of Power and Influence." The celebration takes place all throughout the month of March, featuring different women each week.

Whether at home or in the office, women are the very backbone of our family and in our lives. They shape us to be the people we are today. African American women make up 13 percent of the female population in the United States. We are making significant strides in education, participation, health, and other areas, but there is – still - a long way to go to fully close the racial and ethnic disparities we face. Here are key highlights from an article published by Maria Guerra from UCLA, while interning at the Center for American Progress.

OUR HEALTH – One in four African American women are uninsured. This lack of health insurance, along with other socioeconomic factors, continues to contribute to the dire health issues we face.

OUR EDUCATION – The level of educational attainment for African American women has risen very slowly.

- Only 21.4 percent of African American women had a college degree or higher in 2010, compared to 30 percent of white women.

OUR ENTREPRENEURSHIP

– African American women-owned businesses continue to grow despite significant financial and social obstacles.

- African American-owned businesses are the fastest-growing segment of the women-owned business market and are starting up at a rate six times higher than the national average.
- The number of companies started by African American women grew nearly 258 percent from 1997 to 2013.

SOME OF THE AMAZING WOMEN YOU'LL MEET INCLUDE:



Carla Harris,
CEO of
ImageWorks
Consulting Firm



Christie Grays,
Community
Relations Director
at Baptist Health
South Florida



Lori George
Billingsley,
Vice President,
Community
Relations, Coca-
Cola North America



Alice Williams,
Deputy Director,
U.S. Army
Contracting
Command

As a woman of color and a business owner, I am committed to helping shape, develop and improve the lives of other women business owners in their quest to succeed. If we as women unite to help lift each other up, we can collectively unify to make great changes in our communities and make the difference of a lifetime. #BPRW_WGSPowerProfiler2017



Bernadette A. Morris,
CEO Black PR Wire &
Women Grow Strong



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: MICHELLE OBAMA

Michelle Obama is the nation's first and only African-American First Lady of the United States. Having served as the 44th First Lady, she is the wife of former U.S. President Barack Obama. Prior to her role as first lady, Michelle was a lawyer, Chicago city administrator and community-outreach worker.

The consummate educator, Michelle attended Princeton University, graduating cum laude in 1985 with a B.A. in Sociology. She went on to study law at Harvard Law School, where she took part in demonstrations calling for the enrollment and hiring of more minority students and professors. She was awarded her J.D. in 1988.

As the 44th first lady of the United States, Michelle Obama focused her attention on issues such as the support of military families, helping working women balance career and family and encouraging national service. During the Obama presidency, Michelle and Barack Obama volunteered at homeless shelters

and soup kitchens in the Washington D.C. area. Michelle also made appearances at public schools, stressing the importance of education and volunteer work.

Ever conscious of her family's diet and health, Michelle supported the organic-food movement, instructing the White House kitchens to prepare organic food for guests and her family. Throughout the presidency, Michelle remained committed to her health-and-wellness causes and in 2012, she announced a new fitness program for kids as part of her "Let's Move" initiative.

Now that they have exited the White House, both Michelle and Barack Obama have stated that their personal priority is their two daughters, Malia and Sasha. "My first priority will always be to make sure that our girls are healthy and grounded," Michelle said. "Then I want to help other families get the support they need, not just to survive, but to thrive."

Source: www.biography.com



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.

CHICAGO MUSIC FESTIVAL: KEITH SWEAT, K-CI & JOJO, EL DEBARGE, 112

March 3, 2017
Chicago, IL
Ticketmaster.com



Keith Sweat



K-ci & Jojo



El DeBarge



112

FESTIVAL OF LAUGHS: MIKE EPPS, SOMMORE, BRUCE BRUCE, ARNEZ J

March 10, 2017
Louisville, KY
Ticketmaster.com



Sommore

Bruce Bruce

Arnez J

Mike Epps

BLACK HERITAGE FESTIVAL

March 10 - 11, 2017
Lake Charles, LA
Bhflc.com

JAZZ IN THE GARDENS

March 18 - 19, 2017
Miami Gardens, FL
Jazzinthegardens.com

March 21, 2017
Pittsburgh, PA

CHRIS ROCK LIVE

March 29 - 30, 2017
Hollywood, FL



KATT WILLIAMS: GREAT AMERICAN TOUR

March 4, 2017
Honolulu, HI
Ticketmaster.com

BLACK ENTERPRISE WOMEN OF POWER SUMMIT

March 9 -12, 2017
Phoenix, AZ
Blackenterprise.com

FINE ART + FASHION

March 16, 2017
Atlanta, GA
nba.org

LIONEL RICHIE: ALL THE HITS WITH VERY SPECIAL GUEST MARIAH CAREY

URBAN MUSIC FESTIVAL

March 31 - April 1, 2017
Austin, TX

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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