

THRIVIN'


THE NEWSLETTER OF BLACK PR WIRE, INC.

July 2017



**Black
PRWire**

Makes a Summer Splash



These days, we're experiencing a heat wave! So, Black PR Wire is making a big summer splash to help you cool down and save some cash!


During the months of July and August, Black PR Wire is offering a Summer Splash of discount services that you cannot let pass by. National press release distribution including your release with photo and logo is \$460; statewide press release distribution (your release in one state with photo and logo) is \$220; video placement including your video clip up to three minutes is \$200; banner ad to be placed on BPRW is \$80 per month; and

posting clippings (your release or research, clip and scan) is \$50 each. The Summer Splash special is for up to three releases per business between July 1 – August 31, 2017 and for up to 400 words per release.

"I encourage you to take advantage of our special services and offerings this summer," says Bernadette Morris, president/CEO of Black PR Wire. "Time flies fast and this summer splash won't forever last."

For more information and to take advantage of the Summer Splash, contact Black PR Wire at 1-877-BLACKPR.

July is National Black Family Month



Black families have a special bond that should last all year long. But, did you know that July is National Black Family Month? This is the time to rededicate ourselves to our families and celebrate our connection, heritage and commitment to one another.

We all know that July is a popular month for family reunions and get-togethers. However, there are plenty of ways to spend Black Family Month together and reignite those family bonds. The month of July is the perfect month for summer vacationing. Perhaps choosing from an array of traditional or non traditional vacations is a great way to reconnect.

The most common vacation spots arrange from theme parks and national parks to cruises and beaches. Picking the right summer vacation is all up to you and your family! The key is to spend quality time together to ensure that those family bonds last forever.

Happy Independence Day!

The month of July is typically associated with fireworks, family reunions, concerts, barbecues, picnics, parades, and much more!

But, let's not forget to commemorate the declaration of independence now and forevermore.

July 4th is the day to wave our flags of independence back and forth ...

And recall how the declaration of independence helped us to chart a new course.

Happy Independence Day!



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: LEON W. RUSSELL CHAIRMAN, NAACP BOARD OF DIRECTORS



Leon W. Russell retired in January of 2012, after serving as the Director of the Office of Human Rights for Pinellas County Government, Clearwater, Florida. In this position Mr. Russell was responsible for implementing the county's Affirmative Action and Human Rights Ordinances.

In September of 2007, Mr. Russell was elected President of the International Association of Official Human Rights Agencies during its annual meeting in Atlanta, Georgia. The IAOHRA Membership is agency based and consists of statutory human and civil rights agencies from throughout the United States and Canada as well as representation from several other nations. These agencies enforce state and local civil rights laws and are actively engaged in reducing and resolving intergroup tension and promoting intergroup relations. Mr. Russell concluded his second term as IAOHRA President at the conclusion of the IAOHRA Annual conference in Austin, Texas in September of 2011.

Mr. Russell served as the President of the Florida State Conference of Branches of the NAACP from January 1996 until January 2000, after serving for fifteen years as the First Vice President. He has served as a member of the National Board of Directors of the NAACP since 1990. He is a member of the International City Management Association; a member of the National Forum

for Black Public Administrators; member of the Board of Directors of the Children's Campaign of Florida; past Board Member of the Pinellas Opportunity Council, past President and Board Member of the National Association of Human Rights Workers; member of the Blueprint Commission on Juvenile Justice with responsibility for recommending reforms to improve the juvenile justice system in the state of Florida.

Mr. Russell also served as the Chairman of Floridians Representing Equity and Equality. FREE was established as a statewide coalition to oppose the Florida Civil Rights Initiative, an anti-Affirmative Action proposal authored by Ward Connerly. Ultimately, the initiative failed to get on the Florida Ballot, because of the strong legal challenge spearheaded by FREE.

Mr. Russell has received numerous civic awards and citations.

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.

Represent: African Americans and the Advertising Industry
July 1, 2017
Washington, DC
www.nmaahc.si.edu

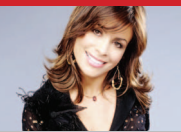
Happy Independence Day!
July 4, 2017

Brooklyn Hip Hop Festival
July 10 - 16, 2017
Brooklyn, NY
www.bkhiphopfestival.com



The Total Package Tour

July 14, 2017
Duluth, GA
www.ticketmaster.com



Paula Abdul



New Kids on the Block



Boyz II Men

Curl Fest

July 15, 2017
Brooklyn, NY
www.curlygirlcollective.com/curlfest



(L to R: Tracey, Charisse, Simone, Melody and Gia)

Joy Fest 2017

July 15, 2017
Doswell, VA
www.joyfest.org



Kirk Franklin Tasha Cobbs



Kehlani Live
July 17, 2017
Ft. Lauderdale, FL
www.ticketmaster.com

NCAAP 108th Convention
July 22 - 26, 2017
Baltimore, MD
www.naacpconvention.org



National Urban League Conference
July 26 - 29, 2017
St. Louis, MO
www.conference.iamempowered.com

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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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