

# THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

December 2017

## HOLIDAY GIFT GIVING

Ah, the holidays ... This is a time where people rush to fulfill all of their shopping needs and do good deeds. A happy holiday season can be more easily fulfilled with a lot of planning in a little bit of time, however. Experts suggest making extensive lists of gift recipients and an overall budget for everyone you'll be "gifting" over the coming weeks. Check local retailers' holiday gift giving guides and discount offers to help select and price gifts in advance. Paying with cash is also suggested, so as not to go over the



budgetary guidelines put in place and to over-maximize credit cards. From buying hostess and house warming gifts to that mountain of toys that little ones often expect to magically appear, the bills can pile up ... and up ... and up. With a little strategic planning and a lot of consumer savvy, you can avoid breaking the bank and dwindling down those precious savings. Holiday gift giving is a part of living, but let's do it in moderation!

## "THINK BEFORE YOU DRIVE & DRINK" DECEMBER IS NATIONAL DRUNK & DRUGGED DRIVING PREVENTION MONTH



*African American drivers tend to have higher percentages of alcohol-related fatalities than Caucasian drivers.*

why December has been designated as National Drunk & Drugged Driving Prevention Month.

National Highway Traffic Safety Administration (NHTSA) studies have found that African American drivers tend to have higher percentages of alcohol-related fatalities than Caucasian drivers. Not only does intoxication impair people's ability to drive, but it reduces their likelihood of taking other safety precautions, like wearing a seatbelt or putting their child in a car seat.

It is vital that African American adults drink responsibly if they choose to do so, use designated drivers if necessary, and be willing to intervene if an intoxicated person attempts to drive. Parents must also make sure their teenagers have proper adult supervision and know to call home for a ride if they have been drinking. Your freedom, your life and your loved ones could be taken away forever in one second. So, encourage your family, friends and loved ones to NOT drive while impaired. Keep this season a safe and happy time, and think before you drive and drink!



During the holiday season of Christmas and New Year's, it's fun to get together with family and friends and "let your hair down." Even though driving and consuming alcohol are adult freedoms, they should not mix at the same time. That is



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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: LATOYA CANTRELL, MAYOR-ELECT, NEW ORLEANS, LA



**LaToya Cantrell** is the mayor-elect of New Orleans, LA. On September 18, 2017, Cantrell was elected the first female mayor in the city's 300 year history. Claiming 60 percent of the vote, she is also the first outsider elected to the office since 1961.

Prior to being elected mayor, Cantrell served as president of the Broadmoor Improvement Association, where she led efforts that expedited the neighborhood's recovery after

Hurricane Katrina. The group developed a blueprint for the neighborhood and secured \$5 million in pledges from the Clinton Global Initiative.

In addition leading the nonprofit, Cantrell was also elected to the City Council in 2012. Her best-known accomplishment was an ordinance to end smoking in city bars and casinos.

A native to Los Angeles, Cantrell relocated to New Orleans in 1990 to attend Xavier University, where she earned a sociology degree.

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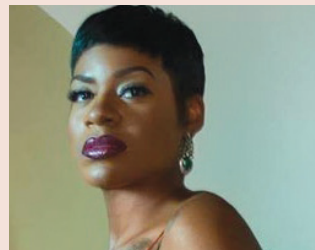
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## CALENDAR OF EVENTS

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

**Black Friday: A Celebration of Black History, Culture, Art & Literature**  
December 1, 2017  
Atlanta, GA  
www.eventbrite.com



**Christmas After Midnight Starring Fantasia**  
December 4, 2017  
Annapolis, MD  
410-268-4545  
www.ramsheadonstage.com

**Momma's Boy Stage Play**  
December 1, 2017  
Cincinnati, OH  
513-621-2787  
www.thevoiceofblackcincinnati.com



**The Hip-Hop Nutcracker with Kurtis Blow**  
December 12-13, 2017  
North Bethesda, MD  
301-581-5100  
www.strathmore.org

**R. Kelly in Concert at Fair Park**  
December 1, 2017  
Dallas, TX  
www.dallasblack.com



**Sisters in Service – Hosted by Sheryl Underwood**  
December 15, 2017  
Silver Spring, MD  
www.eventbrite.com

**Lavell Crawford at Improv**  
December 1-3, 2017  
Dallas, TX  
www.dallasblack.com

**The Colors of Christmas**  
December 17, 2017  
Dallas, TX  
www.dallasblack.com

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