

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

February 2018

MINORITY LEADERSHIP SERIES:



BRANDS IN DEMAND

FREE WEBINAR

Black PR Wire and Business Wire to Host Joint Webinar for BHM

Do you have a brand in demand? Business Wire and Black PR Wire will host/present our annual Black History Month Webinar as a part of this year's Minority Leadership Series. The webinar will be held in recognition of Black History Month and is entitled ... you guessed it ... "Brands in Demand."

The webinar is scheduled for February 22, 2018 from 1:00 -2:30 PM, EST. The purpose of the webinar is to highlight PR agencies that have created brands in demand and to provide participants with tips on how to transform their brands (whether individual, corporate or client) into winning brands in demand.

The webinar will be FREE and open to the public! Join in the fun and learn from industry professionals as they present ideas and powerful case-studies on how to connect to black audiences, while keeping them engaged and believing in the authenticity of your brand.

For more information on the webinar, contact Simone Cook at 1-877-BLACKPR or visit www.blackprwire.com.



BLACK PR WIRE TO OFFER SPECIAL PROMOTIONS FOR BHM

Happy Black History Month from your Black PR Wire family. Black History Month is a yearly commemoration and it's a cause for celebration!

In celebration of Black History Month, Black PR Wire is offering an exclusive opportunity just for you. All throughout the month of February, Black PR Wire will offer a special discount to any PR firm who distributes a press release through us. The special rate is only \$150 for a press release of 400 words or less.

To officially thank you for your business, each client that distributes

a release through Black PR Wire will receive a FREE commemorative e-calendar for the year. This one-of-a-kind calendar salutes Black businesses across the country and is a great resource to have.

This special offer ends February 28th, so take advantage of this great deal NOW.

For more information and further details, call us toll-free at 1-877-BLACKPR.



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: AVA DUVERNAY

Nominated for the Academy Award and winner of four EMMYs as well as BAFTA and Peabody Awards, Ava DuVernay's "13th" was one of the most critically-acclaimed films of 2016. In 2015, DuVernay's historical drama "Selma," garnered four Golden Globe nominations and two Academy Award nominations, including Best Picture. Her current work includes critically-acclaimed drama series QUEEN SUGAR, the upcoming Disney fantasy epic A WRINKLE IN TIME, and a film adaption chronicling the notorious Central Park Five case.

DuVernay previously wrote, produced and directed the dramatic feature, MIDDLE OF NOWHERE, which earned her the 2012 Sundance Film Festival Best Director Award. In 2010, she wrote, financed, produced and directed her first narrative feature, I WILL FOLLOW, after making her directorial debut with the cult-classic hip hop documentary, THIS IS THE LIFE. She has directed several network documentaries, including VENUS VS for ESPN, as well as branded content for Prada, Fashion Fair and Apple. Additionally, she recently directed FAMILY FEUD, a music-based short film for rap icon Jay-Z, and

AUGUST 28: A DAY IN THE LIFE OF A PEOPLE, a short film commissioned by Smithsonian's National Museum of African American History and Culture.

Prior to filmmaking, DuVernay worked as a marketer and publicist for 14 years. Her award-winning firm provided strategy and execution for more than 120 film and television campaigns for acclaimed directors such as Steven Spielberg, Clint Eastwood, Michael Mann and Bill Condon. In 2017, DuVernay was named one of Fortune Magazine's 50 Greatest World Leaders and TIME Magazine's 100 Most Influential People. A graduate of UCLA, DuVernay is the founder of ARRAY, a grassroots distribution and advocacy collective dedicated to the amplification of films by people of color and women which was named one of Fast Company's Most Innovative Companies. DuVernay sits on the boards of both Sundance Institute and Film Independent.

Source: www.avaduvernay.com



National Black HIV/AIDS Awareness Day: Decades of Combating AIDS

Each year, National Black HIV/AIDS Awareness Day (NBHAAD) is recognized on February 7th. This is the time when celebrities and community activists stand together in unity to fight HIV/AIDS – a devastating disease that is plaguing the African American community.

NBHAAD is a national mobilization effort designed to encourage African Americans across the United States and Territorial areas to get educated, get tested, get treated, and get involved with HIV/AIDS.

A nationally recognized commemorative day, NBHAAD includes special events such as press conferences, community forums, church services, community marches and rallies, and free HIV/AIDS testing, counseling and referrals which are held throughout the nation for African Americans to get educated, get tested, get treated and get involved.

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.

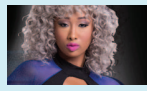
Gullah Celebration

2/01/18-2/28/18
Hilton Head, SC
www.gullahcelebration.com



Bronner Brothers Beauty Show

2/10/18-2/12/18
Atlanta, GA
www.bronnerbros.com



The Valentine's Love Jam Featuring Tyrese, Joe, SWV, Dru Hill, and Next

2/17/18
Fairfax, VA
www.eaglebankarena.com



Sinbad

2/03/18
Beverly Hills, CA
www.blackcultural events.com



Brian McKnight

2/11/18
Anaheim, CA
www.blackculturalevents.com



Universoul Circus

2/07/18-3/11/18
Atlanta, GA
www.universoulcircus.com



Mardi Gras San Francisco Style

2/13/18
San Francisco, CA
www.mardigrassanfrancisco.com



Valentine's Day Soul Food Concert Featuring The Whispers and The Temptations

2/14/18
Baltimore, MD



Pan African Film Festival

2/08/18-2/19/18
Los Angeles, CA
www.paff.org



Ankara Miami Fashion Show

2/22/18-2/25/18
Miami, FL
www.ankaramiami.com



2018 African American Heritage Festival

2/24/18
Charlotte, NC
www.eventbrite.com



San Diego Brazil Carnival

2/25/18
San Diego, CA
www.brazilcarnival.com



OUR TEAM

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

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

Tanisha Coleman
Marketing Manager
tcoleman@blackprwire.com

Simone Cook
Account Executive and
Newsroom Manager
scook@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Senior Graphic Designer
ebrown@blackprwire.com

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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