

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

May 2018

Black PR Wire & **Business Wire**
A Berkshire Hathaway Company

Present
THRIVIN ONLINE LIVE:
Brands IN DEMAND

Join us as we meet professionals who have created brands in demand and provide transformational tips to our guests.

When:
THURSDAY, MAY 10, 2018
3:30 – 5 PM

Where:
BUSINESS WIRE CORPORATE HQ
40 EAST 52ND STREET
14TH FLOOR
NEW YORK, NY 10022

OUR POWERHOUSE BRAND ICONS/VIP SPEAKERS INCLUDE:

MELISSA KIMBLE
Founder
#blkcreatives & Digital Media Strategist

SAKITA HOLLEY
Founder & CEO
House of Success PR

DANIELLE "DANI" EVANS
Model and Author
Winner, America's Next Top Model - Spring 2006

CO-HOSTED BY:

JOLIE O'ROURKE
Model and National Fashion Correspondent
Black PR Wire

SIMONE COOK
Newsroom Manager
Black PR Wire

Free Black PR Wire press release postings for attendees.

Come out and mix, mingle and network. Seating is limited. RSVP by **Monday, May 7th**. **1-877-BLACKPR**

Black PR Wire and Business Wire to Host "Brands in Demand" Mixer & Live Discussion -Free Branding Professionals Event to Take Place in NYC-

As part of their **Minority Leadership Series**, which aims to empower and connect multicultural business professionals, **Black PR Wire** and **Business Wire** will host a mixer and live discussion entitled "Brands in Demand." The event is set to take place on **Thursday, May 10, 2018** from 3:30 p.m. – 5:00 p.m. at the **Business Wire HQ**, located at 40 E. 52nd Street, 14th Floor, New York, NY.

"Our goal for this event is to highlight professionals who have helped create brands in demand and provide attendees with the opportunity to learn from their expertise," says Bernadette Morris, CEO of Black PR Wire. "We have an impressive line-up of exceptional business and branding experts and invite all professionals to join us for this dynamic session."

VIP guest panelist joining this session include: **DANI EVANS** – Author, *Entrepreneur* & *America's Next Model Cycle 6 Winner*; **MELISSA KIMBLE** – Founder, #blkcreatives and Digital Media Strategist; and **SAKITA HOLLEY** – Founder and CEO, *House of Success PR*.

The event will be co-hosted by **JOLIE O'ROURKE**, Black PR Wire's National Fashion Correspondent and **SIMONE COOK**, Black PR Wire's Newsroom Manager.

POWER PROFILER: MELISSA HARVILLE-LEBRON

Melissa Harville-Lebron is the first African American woman team owner of a developmental racing team in NASCAR's Whelen All-American Series, Division 1.

Harville-Lebron, a 47-year-old single mother raising her three biological children as well as her siblings' four kids, started her career in the entertainment industry as an intern at Sony Music. In 2005, she launched her own music label while working for New York City's Department of Correction office. After 19 years of service, she was forced to retire after suffering a severe asthma attack. Soon after, the pursuit of her passion was born and Harville-Lebron launched the multifaceted entertainment company, W.M. Stone Enterprises Inc., in 2014.



W.M. Stone Enterprises Inc is the parent company to Lè E'mergè Unlimited, a fashion and lifestyle company, the historical 1st multicultural NASCAR team; E2 Northeast Motorsports and home to Coutrá Music Group, a boutique music label.

On February 18, 2018 Harville-Lebron completed her first official race as CEO of W.M. Stone Enterprises and owner of E2 Northeast Motorsports. Harville-Lebron debuted her team as part of the Camping World Truck Series in Daytona. Her truck, No. 83, was driven by Scott Stenzel, and he finished in 15th place in E2's first race.



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!"

Black PR Wire and Business Wire to Host “Brands in Demand” Mixer & Live Discussion
-Free Branding Professionals Event to Take Place in NYC-
ABOUT THE PRESENTERS:

Melissa Kimble, Founder, #blkcreatives and Digital Media Strategist

Melissa Kimble is a Digital Media Strategist and the founder of #blkcreatives, a digital agency and collective that is working to economically empower Black creatives in media, art, film, tech and design. Melissa once served as the Senior Social Media Manager for **Ebony Magazine**. In her experience, Melissa has worked with small businesses, major brands, mission driven startups, entrepreneurs, and Creatives within multicultural audience to reach share their brands through social media campaigns and consultations, handling social media for live events, brand ambassador and influencer programs and more. Her past work includes the NFL, American Family Insurance, McDonald's, and OWN's Black Love Doc.

Sakita Holley, Founder and CEO – House of Success PR
Sakita Holley is the Founder and CEO of House of Success PR, a beauty and lifestyle PR firm.

Since 2011, the firm has worked with a wide array of clients that include the March of Dimes, Harlem Arts Festival, African Pride, Motions, Lottabody, KinkyCurlyYaki and more.

In addition to her PR work, she also hosts a popular business podcast called Hashtags and Stilettos, which is designed to help millennial women win at work, in business and everywhere in between. Since the podcast's debut in 2015, it has been a steady fixture on iTunes' Top Business Podcasts chart (peaking at #11) and Sakita has been featured by Essence Magazine, Black Enterprise, Women's Biz Journals, xoNecole and more for her PR and business expertise.

In 2017, Sakita was named as one of PRWeek's 40 Under 40 honorees and she is a proud graduate of Howard University.

Dani Evans – Author, Entrepreneur & Model – America's Next Top Model, Cycle 6 Winner

Dani Evans is a professional model who won America's Next Top Model-Cycle 6. Since then, she has continued her career beyond the lenses of fashion. Dani is the author of a short book titled “The Skinny on Getting In”, a comprehensive guide to steering the aspiring model in the right direction when getting signed to a professional agency. Recently, Dani launched her own accessories brand of wide brimmed hats, named Monrowe. The brand is an ode to her late jazz musician grandfather, who played in a southern jazz band he created in the 1950's.

Dani currently resides in New York City and is signed with Women360.

The Brands in Demand Mixer & Live Discussion is free and open to the public, however an RSVP is required. Those interested in attending should RSVP to scook@blackprwire.com. For more information on the event, contact **Black PR Wire** at 1-877-BLACKPR.

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.



Martin Lawrence Live
May 3, 2018
St. Louis, MO
Ticketmaster.com



Rolling Loud Festival
May 11 – 13, 2018
Miami Gardens, FL
Rollingloud.com



Kool & The Gang And Maze
Featuring Frankie Beverly
May 16, 2018
Hollywood, FL
Ticketmaster.com



The Beale Street Music Festival
May 4 – 6, 2018
Memphis, TN
Memphisinmay.org



Atlantic City Mother's Day Music Festival
May 12, 2018
Atlantic City, NJ
Ticketmaster.com



18th Annual Soul Beach Music Festival
May 23 – 29, 2018
Aruba
Soulbeach.net



Atlanta Jazz Festival
May 26 – 27, 2018
Atlanta, GA
Atlantafestivals.com

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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