

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

October 2018

Black PR Wire to Highlight Breast Cancer Awareness Month on Thrivin' Online



Ahh ... a world without breast cancer! Education and awareness are part of the answer. Did you know that Black women in the U.S. are 40 percent more likely to die from breast cancer than white women? What's even more disturbing is that while 92 percent of black women agree breast health is important, only 25 percent of women have recently discussed breast health with their family, friends, or colleagues and only 17 percent have taken steps to understand their risk for breast cancer, according to a recent study (Susan G. Komen).

To address the unacceptable disparity in breast cancer mortality rates, Susan G. Komen®, the world's leading breast cancer organization, is on a mission to educate and inspire black women to understand their risk for breast cancer

and take charge of their breast health. Each year, Black PR Wire participates in Breast Cancer Awareness Month in some small way – either via promotion or walking in the Race for the Cure®.



Joseph Ellick

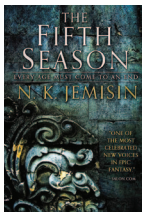
This year, BPRW plans to take it a step further. **THRIVIN' ONLINE** Joe Ellick, our dynamic host of *Thrivin' Online*, will attend the Susan G. Komen Race for the Cure® and conduct interviews with organization founders/participants. The interviews, along with footage from the event, will air on our popular YouTube channel.

If we want a world without breast cancer, we must make education, awareness and treatment a part of the solution – it's the only answer.

October is Black Speculative Fiction Month



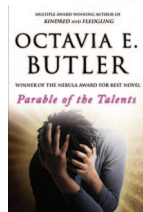
N.K. Jemisin



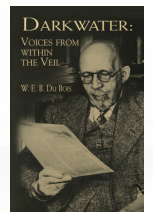
Samuel R. Delany



Octavia E. Butler



W.E.B. Du Bois



Happy Black Speculative Fiction Month! There is a wealth and diversity of Black speculative fiction out there. It's so appropriate to talk about this in October, as this month is Black Speculative Fiction Month. Black creators are putting out new and exciting fiction for all readers. Today, there seems to be more black writers of science fiction than there have ever been. Thanks to the success of people

like N.K. Jemisin, Samuel R. Delany, Octavia E. Butler, W.E.B. Du Bois, and others, more Science Fiction enthusiasts debut to wider acclaim each year. As we celebrate Black Speculative Fiction Month, let's remember October as the culmination – and the sharing of 150 years of stories that excite, inspire, frighten, educate, entertain and evoke change.



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: RENE SYLER

Author, TV Personality, Breast Cancer Educator; Susan G. Komen for the Cure® Ambassador



René Syler, former co-anchor of CBS News' *The Early Show*, joined Susan G. Komen as an Ambassador in January 2007, after years of volunteering for the organization and supporting various events as emcee, activist and educator.

Since January 2007, René has traveled the country attending Komen Community Challenge events and the 2007 Komen National Race for the Cure in Washington, D.C. In October 2007, René wore her pink as the Chief "Passionista" for the Passionately Pink for the Cure® Celebrity Board.

Susan G. Komen's highly successful Passionately Pink for the Cure program engages millions in October who chose a day to wear pink, fundraiser for Komen and spread life-saving messages of early detection. As the former co-anchor of *The Early Show*, René interviewed

countless leaders and celebrities, including First Lady Laura Bush and Senator John McCain.

In early January 2007, René underwent a bilateral prophylactic mastectomy, the removal of both breasts. Today, she is completely healthy and living life to the fullest. In addition to being a wife, mother, business woman and tireless breast cancer activist, René is the author of *Good Enough Mother*, published in March 2007.

René is an active member of the National Association of Black Journalists and is a recipient of the 2004 Gracie Allen Award for Individual Achievement in the National Best Anchor category for her breast cancer series. She is married to Buff Parham, and has two children.

Source: <https://ww5.komen.org/AboutUs/ReneSyler.html>

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.

Los Angeles Times Ideas Exchange with DeRay Mckesson
10/1/18
Los Angeles, CA
www.axs.com/events/357269/deray-mckesson-tickets?skin=acehotel



DeRay Mckesson

Universoul Circus
10/3/18-11/4/18
Chicago, IL
www.universoulcircus.com



R&B Super Jam Starring Tyrese, Monica, Avant, Donell Jones & 702
10/5/18
Inglewood, CA
www.ticketmaster.com



Tyrese Monica Avant Donell Jones

Silicon Valley African Film Festival
10/05/18-10/07/18
San Jose, CA
www.svaff.org

A Night of R&B: A Tribute to the Legends
10/6/18
Los Angeles, CA
www.eventbrite.com



Janice Freeman Tarsha Rodgers

Jazz at Drew
10/6/18
Los Angeles, CA
www.jazzatdrew.com



Miami Carnival
10/7/18
Miami, FL
www.miamibrowardcarnival.com





Black Enterprise TechConnex Summit
10/08/18-10/09/18 Burlingame, CA
www.blackenterprise.com



Panelists: Philby Agnew (CEO, The Crown Network), Christopher Gray (Founder & CEO, iStockphoto.com), Amber Griffin (CEO & Founder, iStockphoto.com), Lashon Williams (CEO, iStockphoto.com), Eric Williams (CEO, iStockphoto.com), and others.

Sinbad at the Rose
10/13/18
Pasadena, CA
www.wheremusicmeetsthe-soul.com/events/sinbad-pasadena/



Sinbad

Tamia: Passion Like Fire Tour
10/20/18
Las Vegas, NV
www.facebook.com/events/254963225103786/



Taste of Soul Festival
10/20/18
Los Angeles, CA
www.tasteofsoulla.org



National Black Book Festival
10/25/18-10/27/18
Houston, TX
www.nationalblackbookfestival.com



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BPRW
ALLIANCES

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