

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

July 2019

Summer is here! To help you deal with the inevitable heat wave, Black PR Wire is offering a summer splash with a cool wave of excitement



and some sizzling new promotions. During this promotion, clients can receive an instant savings on press release distributions, postings, clippings, banner ads, and video placements for a limited time only - just for supporting our social media outlets. Clients will receive 15% off - When you like or follow us on Facebook, Instagram, and Twitter; 25% off - When you subscribe to our YouTube channel; and 50% Off- When you follow, like, and subscribe to all outlets. As an added bonus, the client who distributes the most press releases through Black PR Wire will make the biggest splash and will be featured as the Power Profiler in the September issue of Thrivin'.

As you know, Thrivin' is posted on the popular Black PR Wire website

which receives over 1,000 hits daily. This provides an enormous opportunity to reach a massive audience and build your social media followers, as well. To help you make an even bigger splash, BPRW will also turn the Power Profiler feature into a press release and distribute it to our national media database. So, what are you waiting for? In this heatwave, we know that you can use a cool wave of excitement and benefit from sizzling new promotions! Start supporting our social media outlets (the social media handle to receive these exclusive rates for the Summer Sizzle promotion is @blackprwire on Facebook, Instagram, Twitter, and YouTube) and sending us your press releases so that you can benefit from our power in the wire. This special offer has already begun and ends August 31st, so take advantage of this great deal NOW. For more information and further details, call us toll-free at 1-877-BLACKPR.

2019 Essence Music Festival

Get ready to experience the essence of the 2019 Essence Music Festival. Scheduled for July 5-7, 2019 in New Orleans, Louisiana, the Essence Music Festival offers dynamic music performances, CEO roundtables, panel conversations, comedy shows, networking, exhibitions, and empowering conversations with today's most influential voices, as key issues are tackled around politics, love and family, community and activism, wealth and more.

As with every year, the Essence Music Festival offers a great lineup with powerful featured performers and speakers. 2019 featured performers include Anthony Hamilton, Big Freedia, Brandy, D-Nice, DaBrat, Dem Franchize Boyz, Doug E. Fresh, Maze Featuring Frankie Beverly, H.E.R., Jermaine Dupri, Ledisi, Lil Jon, Loni Love, Major, Mannie Fresh, Mary J. Blige, MC Lyte, Michelle Obama, Missy Elliott, Morris Day, Musiq Soulchild, Nas, Former Members of New Power Generation, Pharrell Williams, RBRM, Ro James, Sheila E, Teddy Riley, Teyana Taylor, Timbaland, 702, Alx, BJ The Chicago Kid, Brownstone, Erica Falls, Ginuwine, Lucky Daye, Mase, Water Seed, Big Daddy Kane, Bizmarkie, City Girls, Doug E. Fresh, El DeBarge, Force MDs, The Hamiltones, JoJo, Luke James, Koryn Hawthorne, Mia X, Mr. Talkbox, Nao, Nigel Hall, Pell, PJ Morton, Scarface, Slick Rick, Alunageorge, Elle Varner, Jacquees, Normani, Queen Naija, and Vanjees.

This year's featured speakers include Rev. Al Sharpton, Donnie McClurkin, Erika Alexander, Congresswoman Ilhan Omar, Iyanla Vanzant, Jemele Hill, Dr. Jess, Mayor Karen Weaver, Mayor Keisha Lance Bottoms, Mayor Latoya Cantrell, Mayor Lovely Warren, Maruet Britto, MC Lyte, Pharrell Williams, Mayor Sharon Weston Broome, Teddy Riley, Terry Crews, Asante McGee, Angela Simmons, Michelle Ebanks, Rebecca King Crews, Tamron Hall, Jermaine Dupri, Maranda Curtis, Congresswoman Maxine Waters, Letoya Lockett, Koryn Hawthorne, Killer Mike, Kierra Sheard, DJ Bambam Belonge, Bishop Lester Love, Bari A. Williams, Mikki Taylor, Pastor Debra R. Morton, and Sheba Turk. For more information on the 2019 Essence Music Festival, visit www.essence.com/festival.



Hot July Observances

Happy July! In addition to the heat from the sun, July brings forth many hot observances, as well. On July 4th, we celebrate Independence Day. Many of us celebrate the holiday with parades, barbecues, picnics and fireworks, but we must all remember July 4th as the date the United States of America proclaimed its independence from England by signing the Declaration of Independence.

On July 18th, we celebrate Nelson Mandela International Day. As an iconic figure that triumphed over South Africa's apartheid regime, Nelson Mandela was a human rights lawyer, a prisoner of conscience, and an international peacemaker. He was the first democratically elected president of a free South Africa. It is only fitting that we take time to celebrate his life - on his birthday - and to encourage each individual to follow in Mandela's footsteps and realize their power to also transform the world and make an impact.



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: MARY J. BLIGE

Iconic Grammy Award-winning singer, songwriter, actress and philanthropist, Mary J. Blige is a figure of inspiration, transformation and empowerment making her one of

the defining voices of the contemporary music era. With a track record of eight multi-platinum albums, nine Grammy Awards (plus a staggering 32 nominations), a 2012 Golden Globe nomination, and five American Music Awards, Blige is a global superstar. In the ensuing years, the singer/songwriter has attracted an intensely loyal fan base—responsible for propelling worldwide sales of more than 50 million albums.

Born in the Bronx, New York, Blige began moving people with her soulful voice when at 18 she signed with Andre Harrell's Uptown Records in 1989, becoming the MCA-distributed label's youngest and first female artist. Influenced at an early age by the music of Aretha Franklin, Chaka Khan and Gladys Knight, Blige brought her own gritty, urban-rooted style—fusing hip-hop, soul and honest, frank lyrics—to the forefront on her

1992 debut album *What's the 411?* The multi-platinum set, executive produced by Sean "Diddy" Combs, quickly spun off several hits, including two R&B No. 1s: *You Remind Me* and *Real Love*.

Blige helped redefine R&B and began forging a unique niche for herself on the more personal second album, 1994's *My Life*. Blige is an artist that uses her gift of song to lift spirits and touch lives while bringing her heart, soul and truth to those who are willing to listen. She is loved for her passionate, chart-topping hits like "Be Without You", "No More Drama" and "Family Affair" all of which have made her a force in music.

In October 2013, Blige for Matriarch Records/Verve Records/Interscope Records released her first-ever holiday album titled, *A Mary Christmas* in collaboration with legendary producer, David Foster. Blige's holiday album features her soulful interpretation of classic holiday tunes including *Have Yourself A Merry Little Christmas*, and *The Christmas Song*. Blige is joined by a number of A-list guests, such as Barbra Streisand, and duets with Jessie J, The Clark Sisters and Spanish collaboration with Mark Anthony.

Blige, who co-penned *I Can See in Color* for 2009's *Precious* soundtrack, has branched out into acting. She appeared in Tyler Perry's dramatic

comedy, *I Can Do Bad All By Myself* in 2009 and starred in *Rock of Ages*, alongside Tom Cruise, Alec Baldwin and Russel Brand in 2012. Taking on a more dramatic role, in 2013, she starred as Betty Shabazz in the TV movie *Betty & Coretta*, a biographical story about the widows of Malcolm X and Martin Luther King Jr. Then in November 2013 Mary J. Blige starred as the mysterious guardian angel "Platinum Fro," in the holiday musical film drama *Black Nativity*. Ramping up her acting career, Blige has guest-starred on the ABC comedy, *Black-ish* and the FOX musical drama *Empire* and most recently, starred as Evillene, the *Wicked Witch of the West* on the NBC musical, *The Wiz LIVE!*

In 2014, Blige released her 13th studio album, *The London Sessions*, which reached the No.1 position on the Top R&B Albums chart and included a behind-the-scenes documentary of her recording sessions that premiered at the Tribeca Film Festival 2015.

Blige is close to completing her 14th studio album and recently finished *The King and Queen of Hearts World Tour* with Maxwell. The 24-date tour, produced by Live Nation took Mary to cities throughout Europe and the U.S.

Source: www.maryjblige.com.

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.

Universoul Circus
6/20/19-7/28/19
Washington, DC
www.universoulcircus.com

Fillmore Street Jazz Festival
7/06/19-7/07/19
San Francisco, CA
www.fillmorestreetjazzfest.com

Colorado Black Arts Festival
7/12/19-7/14/19
Denver, CO
www.colbaf.org

Black Girl Giggles Comedy Festival
7/03/19-7/07/19
New Orleans, LA
www.blackgirlgiggles.com

Omega Psi Phi Fraternity Leadership Conference
7/09/19-7/14/19
Atlantic City, NJ
www.opp-ga.org

Reggae Sumfest
7/14/19-7/20/19
Montego Bay, Jamaica
www.reggaesumfest.com

Essence Music Festival
7/05/19-7/07/19
New Orleans, LA
www.essence.com

Indiana Black Expo Summer Celebration
7/11/19-7/21/19
Indianapolis, IN
www.summercelebration.net

Reggae Sumfest July 14-20 MONTEGO BAY JAMAICA
FRIDAY JULY 19, FESTIVAL NIGHT 1
SATURDAY JULY 20, FESTIVAL NIGHT 2

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