

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

July 2020

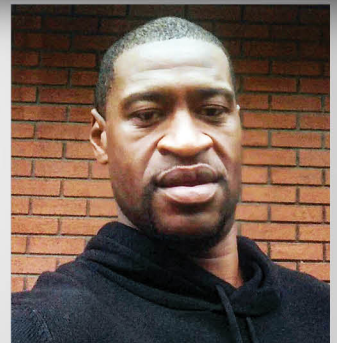


SUPPORTS

BLACK OUT DAY

It simply has to be mentioned: police brutality has been horrific and has recently garnered widespread attention. Many African Americans are standing up and speaking out to ensure that police practices are improved and strengthened. On July 7th, designated as Blackout Day, Black PR Wire will join numerous others in support of this observance.

Blackout Day is a social media-promoted event which serves as a call to action. To encourage a day of solitude, all people of color are asked to not spend any money for a full day. This is in hope of attaining more attention and to help resolve police brutality and racism towards Black people. Blackout Day 2020 has gotten widespread attention as a result of the death of George Floyd. Blackout Day will hopefully be used as leverage to start a dialogue about race and the treatment of black people by police officers. This is only the beginning of a lifelong pursuit of economic empowerment as a reality for all Black people. United, we are an unstoppable force and must keep fighting to ensure that social justice stays on course.



George Floyd

Black PR Wire Creates COVID-19 Calendar

COVID-19 has been top-of-mind for months now. Everyone can clearly see how it severely impacted America and has re-shaped our lives. Black PR Wire has created a 2020-2021 calendar that depicts images from a creative designer who lived in New York City during the quarantine of COVID-19. As New York City and the world were temporarily shut down, it felt as if life was suddenly on pause. The photographer desired to document the small glimpses of New York that she got while running necessary errands around the city and Brooklyn. This once in a lifetime opportunity was captured on camera and met with the somber reality that 'the city that never sleeps' was now completely deserted. Black PR Wire has a special treat for clients who hire us and

distribute a release through Black PR Wire during the month of July – you will receive a FREE and complimentary calendar and will be invited to join us on a pictorial journey through the realities of COVID-19.



Hot July Observances

Happy July! The summer is here and it's sizzling hot. In addition to the heat from the sun, July brings forth many hot observances, as well. On July 4th, we celebrate Independence Day. While many of us may enjoy virtual celebrations, others may participate in socially-distanced focused in-person barbecues, picnics and fireworks with family and friends. Let's celebrate and remember July 4th as the date the United States of America proclaimed its independence from England by signing the Declaration of Independence. Let's also keep fighting to proclaim our independence as a people and to reiterate that "Black Lives Matter."



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. As we reflect on his legacy, let's keep the faith that we can overcome and a change WILL come!



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: SHERRILYN IFILL, PRESIDENT, NAACP LEGAL DEFENSE FUND



Sherrilyn Ifill is the President and Director-Counsel of the NAACP Legal Defense and Educational Fund, Inc. (LDF), the nation's premier civil rights law organization fighting for racial justice and equality. LDF was founded in 1940 by legendary civil rights lawyer (and later Supreme Court justice) Thurgood Marshall, and became a separate organization from the NAACP in 1957. The lawyers at the Legal Defense Fund developed and executed the legal strategy that led to the Supreme Court's decision in *Brown v. Board of Education*, widely regarded as the most transformative and monumental legal decision of the 20th century. Ifill is the second woman to lead the organization.

[TO READ MORE CLICK HERE](#)

A New Update

African Americans have a lot on our plates. Issues are resurfacing and bearing their weight. Every day seems to bring a new update With depressing news from state to state.

COVID-19 cases are on the rise – Still causing people to lose their lives. There are often more lows than highs, As the nation attempts to overcome and rise.

In addition to the COVID-19 spread, Social injustice has reared its ugly head. It seems that we must fight each and every day To prove that “Black Lives Matter” and cannot be senselessly taken away.

Every day seems to bring a new update With depressing news from state to state. These issues are bearing their weight, As lost lives cannot be replaced.

So, it's up to all of us to unite and rise ... Be prepared to take action; Refuse to be caught by surprise. And we must continue to fight ... Until the nation sees us through different eyes.



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.

Baking with Our Buds - Open House Online!

Online Bake Along Event
July 2, 2020



www.eventbrite.com

Ethnic Queen Magazine Model Contest Free Online Cover Model Search

Online Contest
July 5, 2020



www.eventbrite.com

ProductCon Online: The Product Management Conference

Online Conference
July 9, 2020



www.eventbrite.com

For the Culture Trivia: Home Edition

Virtual Black Culture Trivia
July 3, 2020



www.eventbrite.com

Virtual GraceLife 2020 Conference

Online Ministry Conference with Creflo and Taffi Dollar
July 6-10, 2020



www.eventbrite.com

Black Travel Summit Digital Sessions

Online Event
July 12, 2020



www.eventbrite.com

DCJazzFest From Home Series

Online Concert Event
July 4, 2020



www.eventbrite.com

Webinar: A Proactive Approach to Health and Employee Happiness

Online Webinar
July 7, 2020



www.eventbrite.com

The Queendom Virtual Networking Brunch

Online Event
July 12, 2020



www.eventbrite.com

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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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