

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

July 2021

It's National Black Family Month

Anytime is good to revive the connection with your biological and chosen family members, but July is national Black Family Month. A time where you should reconnect and reflect on your heritage.

Historically, America has a legacy of separating Black families, especially during the 400 years of slavery. In order to keep us disconnected from our roots. After the American trans-Atlantic Slave trade in 1808 the separation of Black families increased due to a need in slave labor but a lack of new slaves from the west coast of Africa. Black children were separated and sold at a higher frequency during this period – losing their identity like their family name, connections etc.

For this reason alone, it is vital that we actively maintain our familial relationships and understand our history.

Reconnecting with your family can be difficult at times. Here are a few ways to celebrate national Black Family Month to spark a continual year-round connection:

- Have a family reunion
- Start an extended family group chat
- Plan a day in July with your elders to map out your family tree and learn your history.
- Have a family movie night

This National Black Family Month do what you can to reconnect and reignite your connection with your immediate and extended family this July.

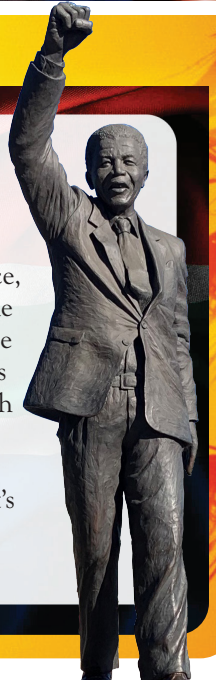


Hot July Observances

Happy July! It's getting hot in here and this month is bringing the heat with several hot observances. 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. Let's 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. Happy July! Let's keep sizzling initiatives on the burner in the African American community!



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: MAHISHA DELLINGER, FOUNDER & CEO, CURLS BEAUTY BRANDS

Mahisha Dellinger, Founder and CEO of Curls Beauty Brands embodies the spirit of the American Dream. Born in Sacramento, California to a single mother, Mahisha had the odds stacked against her. Despite her obstacles Mahisha never wavered in her goals.

After receiving her degree in Business Administration and Marketing Mahisha started her career as a Marketing Manager at Intel Corporation. It was at Intel where she decided to take control of her life and pursue her passion of creating ecofriendly products for natural, curly hair.

Mahisha Launched CURLS Beauty Brand in 2002, putting her ahead of the curve and at the forefront of the recent natural hair revival – which peaked around 2013. Her entry into mass retailers was due to demand, that she singlehandedly built herself. Today you can find CURLS natural hair care collection in retail stores across the nation and internationally.

Mahisha does not keep all her marketing secrets to herself, but uses her knowledge and experience to uplift and educate Black women everywhere. Mahisha offers training through her business conferences “Black Girls Making Millions” and informs women business owners through her show “Mind your Business with Mahisha Dellinger” on the OWN Network.



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

National Harbor
July 1, 2021
Universoulcircus.com

Essence Music Festival

Hybrid (In-Person & Virtual)
July 2-4, 2021
Essence.com

112th NAACP Virtual National Convention

Virtual
July 7-14, 2021
NAACP.org

KJLH Women's Health Expo

Virtual
July 1, 2021
BlackCulturalEvents.com

Overtown: Home Tour

Cremo Cigars Factory
July 3, 2021
Evensi.us

Summer Celebration Indiana Black Expo

Indianapolis, IN
July 8-18, 2021
SummerCelebration.net

BLCK Market Houston

Buffalo Soldiers National Museum
July 2
Eventbrite.com

Black & Lit Pop-up Shop

Columbia, Maryland
July 4
Eventbrite.com

National Association of Blacks in Criminal Justice 48th Annual Conference

Virtual
July 11-13, 2021
Nabci.org

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