

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

SEPTEMBER 2021

Shine the light on Sickle Cell

National Sickle Cell Awareness Month is held every September to raise awareness and attention for sickle cell disease. The ultimate aim is to drive research and treatment options to give those affected by this illness a better quality of life. The theme for this year is *'Shine the Light on Sickle Cell'*.

This inherited blood disease turns the red blood cells into a sickle shape. This very shape causes problems when blood has to flow through small blood vessels, leading to blockages and causing the person pain and other, more serious symptoms.

We encourage everyone to be a part of this national effort to increase awareness about sickle cell disease and sickle cell trait during the month of September. Individuals and organizations can join our efforts to bring attention to sickle cell disease by engaging elected officials for proclamations, hosting awareness events, distributing educational information to dispel the myths about sickle cell disease, and lighting public spaces, buildings and landmarks red!



Power Profiler: Allyson Felix



Allyson Michelle Felix Oly is an American track and field sprinter. From 2003 to 2013, Felix specialized in the 200 meter sprint and gradually shifted to the 400 meter sprint later in her career. Her racing repertoire also spans the 100 meters, 4 x 100 meter relay, and 4 x 400 meter relay. At 200 meters, she is the 2012 Olympic champion, a three-time world champion (2005-2009), and two-time Olympic silver medalist (2004 and 2008). At 400 meters, she is the 2015 world champion, 2011 world silver medalist, 2016 Olympic silver medalist, 2017 world bronze medalist, and 2020 Olympic bronze medalist.

Felix was training during the **COVID-19** pandemic with the aim of her fifth Olympic Games – her first as a mom; she completed workouts on streets, empty soccer fields and beaches when quarantine measures were first enacted in March 2020. In June 2021, at the Olympic trials, 35-year-old **Allyson Felix** qualified for the 400 meter individual event by finishing second with a time of 50.02 seconds, her fastest time since July 2017 and the masters athletics record (35–40 age group). In the 400m final of the **Tokyo 2020** Olympics, Felix ran 49.46 seconds to win the bronze medal in the 4 x 400 final, alongside an all-star team including **Sydney McLaughlin**, **Dalilah Muhammad**, and **Athing Mu**. This was her 10th overall Olympic medal. This accomplishment extended her 400 meter masters athletics record, tied her with **Carl Lewis** as the most decorated American track and field Olympian, and broke her tie with **Merlene Ottey** as the most decorated female track and field Olympian. Felix recently announced the launch of her own footwear company, **Saysh**.

Source: <https://www.facebook.com/allysonfelixusa>



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!"

National MBDA MEDWeek



Since 1969, the **U.S. Department of Commerce Minority Business Development Agency (MBDA)** has been instrumental in fostering the growth and global competitiveness of the Nation's minority-owned businesses. From an estimated 300,000 minority-owned firms in 1969 to more than eleven million today, MBDA has led the way in gaining public recognition of the achievements and economic contributions of minority-owned firms.

The **MBDA National Minority Enterprise Development (MED) Week Awards**, set for September 19 - 25 are the highest level of national recognition that a U.S. minority-owned firm can receive by the **U.S. Department of Commerce**. These prestigious awards, bestowed during **National Minority Enterprise Development Week (MED Week)**, celebrate the outstanding achievements of minority entrepreneurs, as well as the individuals and organizations that have demonstrated their commitment to advancing minority business enterprises. We look forward to acknowledging, recognizing and encouraging the well-deserved accomplishments and ingenuity being demonstrated in the minority business community at this critical time.

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.

September 4

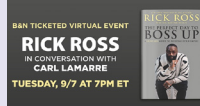
Flypoets Summer Classic Spoken Word & Music Showcase



<https://www.theford.com/events/performances/1298/2021-09-04/flypoet-summer-classic>

September 7

Rick Ross Discusses The Perfect Day To Boss Up Virtual Event



<https://bit.ly/3AujHWm>

September 11

Women Of Color Empowerment Conference Ft. Lauderdale, FL



<https://www.nationalwomenofcolor.com/empowerment-conference>

Sept 12-17

Congressional Black Caucus Legislative Conference Virtual Event



<https://www.cbcfinc.org/events/annual-legislative-conference/>

September 18

Terry Steele Sings Luther Vandross Concert



<https://www.itsmyseat.com/ERT/>

Sept 18-20

African American Street Festival Virtual Event



<http://aaca.gravitycomplex.net/african-street-festival-virtual-happenings/>

September 19

National Congress of Black Women Annual Awards Ceremony Virtual Event



<https://www.nationalcongressbw.org/>

Sept 21-22

National Black MBA Association Conference & Career Expo Virtual Event



<https://www.nbmbaconference.org/>

September 22

Colson Whitehead's Harlem Shuffle Virtual Event



<https://bit.ly/3AvdtW5>

OUR TEAM

Bernadette A. Morris
President/CEO
bmorris@blackprwire.com

Ricardo F. Reyes
AVP/Creative Director
rreyes@blackprwire.com

Tanisha Coleman
Marketing Manager
tcoleman@blackprwire.com

Kamilah Van
Newsroom Manager
kvan@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Alyssa Leys
Graphic Designer
aleys@sonshine.com

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:

