

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

**Black PRWire**  
OCTOBER 2021

## October is Breast Cancer Awareness Month

Each year, October is recognized as **Breast Cancer Awareness Month**. Most breast cancers are found in women who are 50 years old or older, but breast cancer also affects younger women. In fact, breast cancer is the second most common cancer among women in the United States. It gets worse. Sadly, Black women die from breast cancer at a higher rate than White women, according to the **Centers for Disease Control and Prevention**.

The good news is that continued awareness, mammogram screenings and treatment can make a big difference. Fortunately, there have been numerous Black women who have survived this devastating disease such as **Vanessa Bell Calloway, Hota Kotb, Ananda Lewis, Robin Roberts, Bershaw Shaw, Wanda Sykes, and Renee Syler**, among others.

Public health agencies continue to work to ensure that all women are screened for breast cancer as recommended, and those who are diagnosed with breast cancer can get the best treatments. They also are helping women reduce the risk factors that raise their chances of getting breast cancer.

If we want a world without breast cancer, ongoing education, awareness and treatment is the only answer.



## Black PR Wire Offers Opportunity for Self-Promotion

Have you taken a notion to do a little self-promotion? Promoting yourself, your business or your services is always a good thing. In fact, this entire month is designated as Self-Promotion Month.

So, what are you waiting for? In recognition of Self-Promotion Month, **Black PR Wire** is offering an exclusive opportunity for those who take a notion to engage in a little self-promotion. All throughout the month of October, Black PR Wire will offer a **15% discount** using the services of the company. To receive this online discount, please place the promo code: **BPRW15** at check out.

Now is the time to promote yourself and show and tell your story. Black PR Wire looks forward to making it happen with you.



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](http://WWW.BLACKPRWIRE.COM).

*"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"*

## Power Profiler: Dr. Sian Proctor



**D**r. Sian Proctor is the first Black astronaut had the opportunity of a lifetime after traveling to space with **Elon Musk's SpaceX** first all civilian crewed mission team.

As part of the **Inspiration4** team, Dr. Proctor is the first Black woman to pilot a spacecraft. She is also one of **The Explorer's Club 50: Fifty People Changing the World**. Her motto is called **Space2inspire** where she encourages people to use their unique, one-of-a-kind strengths, and passion to inspire those within their reach and beyond. She believes that we need to actively strive for a J.E.D.I. space: a just, equitable, diverse, and inclusive space as we advance human spaceflight.

She uses her afrofuturism space art to encourage conversations about women of color in the space industry. She's also an analog astronaut and has completed four analog missions including the all-female **SENSORIA Mars 2020** mission at the **Hawai'i Space Exploration Analog and Simulation (HI-SEAS) Habitat**, the **NASA** funded 4-months Mars mission at HI-SEAS, a 2-weeks Mars mission at the **Mars Desert Research Station (MDRS)**, and a 2-weeks Moon mission in the **LunAres Habitat**. She believes that when we solve for space, we also solve issues on Earth. She promotes sustainable food practices used in space exploration as a way to reduce food waste on Earth.



## 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.

### 01 OCTOBER

Fashioning Black Identities Through Race Fashion Show  
Washington, DC



### 08 OCTOBER

Miami Broward Carnival  
Miami, FL



### 15 OCTOBER

The Bourbon Room  
Los Angeles, CA



### 15-18 OCTOBER

4th Annual Black Las Vegas Food Festival  
Las Vegas, NV



### 16 OCTOBER

CARIBBEAN CULTURE FEST WEEKEND  
Miami/Fort Lauderdale, FL



### 19 OCTOBER

BLACK COUPLE GETAWAYS PAINT & SIP SOCIAL!  
Gardena, CA



### 23 OCTOBER

A Fall Affair ATL  
Atlanta, GA



### 24 OCTOBER

Success and Sensuality Brunch Retreat  
Fort Lauderdale, FL



### 23 OCTOBER

Making Strides Against Breast Cancer  
Miami, FL



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FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT [WWW.BLACKPRWIRE.COM](http://WWW.BLACKPRWIRE.COM)

**BPRW ALLIANCES**

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:

