

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.



April 2023

Black PR Wire Celebrates National Minority Health Month



April is National Minority Health Month! Every year, the U.S. Department of Health and Human Services (HHS) Office of Minority Health (OMH) observes National Minority Health Month to emphasize the need to reduce health disparities among different ethnic groups and Native American/Alaska Native (AI/AN) communities.

This year's theme, "**Better Health Through Better Understanding**," focuses on improving health outcomes for racial and ethnic minorities and AI/AN communities by providing them with culturally and linguistically appropriate healthcare services, information, and resources. When patients are given culturally and linguistically appropriate information, they can make more informed health-related decisions with healthier outcomes for themselves and their communities.

In recognition of National Minority Health Month, BPRW salutes all healthcare providers working tirelessly to reduce disparities and improve health for people of color.

April is National Poetry Month



If you have drive and determination, you can overcome any obstacle or test. This, coupled with a fearless attitude, will propel you to do your best. Having faith in your abilities, Thrivers, is the first step to achieving success. There's nothing to it, but to do it – go out there and ignite a path to progress.

Happy National Poetry Month! There are so many African American poets who have openly shared their words of wisdom and encouragement with us. From Langston Hughes to Maya Angelou and Nikki Giovanni to Alice Walker and Toni Morrison, to Amanda Gorman, the youngest inaugural poet in U.S. history, these pioneer poets have paved the way for the generation of today.

As we celebrate National Poetry Month, let's continue to embrace the words of wisdom and encouragement from poets of all walks of life. Poetry starts with a word and only takes a spark to light a flame of inspiration and lead us down a path that we will never want to disembark.



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: Lisa Price



Lisa Price is a beauty entrepreneur and the founder of the multimillion-dollar hair and skin care product line Carol's Daughter. Price was born in Brooklyn, NY. In 1990, Price started creating body care recipes in the kitchen of her Brooklyn apartment. In 1993, seeing the increasing interest of her friends and family in her products, her mom, Carol, convinced her of the business opportunity she had on her hands, and Price started selling her products at different craft fairs and outdoor markets. Price spent the following years running her company from her kitchen until opening the first Carol's Daughter boutique in Ft. Greene, Brooklyn, in 1999. A year later, Price launched Carol's Daughter's mail-order website, changing the natural haircare world by being one of the first to sell their beauty recipes directly to their customers.

Price continued to reach new heights with her business, and in 2022, she got

to experience the "O" effect after her appearance on the Oprah Winfrey Show. According to Inc., the Carol's Daughter website crashed when the show aired as 17,000 buyers surfed for products. Price partnered with celebrity investors in the following years, including Jay-Z, Will Smith and Jada Pinkett Smith. In 2014, Price sold Carol's daughter to L'Oréal, expanding its extensive footprint and selling its hair, body, and skincare solutions nationwide at key retailers.

Price was featured in the film *She Did That* (2019) and is the recipient of numerous awards, including the National Black MBA Association's Entrepreneur of the Year Award (2000), the Working Woman Magazine's Entrepreneurial Excellence Award (2001), the National Book Club Conference Terrie Williams Inspiration Award (2004), the YWCA "W" Award (2010), the FFAWN I'm Power – I'm Beauty Award (2010) and a Cosmetic Executive Women



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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.

CALENDAR OF EVENTS

<p>1</p> <p>COOKING WITH THE COUNCILWOMAN</p>	<p>1</p> <p>FANM D'AYITI: THE WOMEN OF HAITI WITH NATHALIE JOACHIM</p>	<p>8</p> <p>SNEAKER SOIREE: KICKS FOR A CAUSE</p>	<p>12-15</p> <p>NATIONAL ACTION NETWORK CONVENTION</p>	<p>14-15</p> <p>THE SCHOMBURG CENTER'S 11TH ANNUAL BLACK COMIC BOOK FESTIVAL</p>
<p>15</p> <p>BLACK BIRTH EXPO</p>	<p>22</p> <p>CRE8TIVECON 2023</p>	<p>26-30</p> <p>NATIONAL FORUM FOR BLACK PUBLIC ADMINISTRATORS</p>	<p>27-30</p> <p>43RD ANNUAL MID-YEAR CONFERENCE AND GERTRUDE E. RUSH AWARDS DINNER</p>	<p>28-7</p> <p>NEW ORLEANS JAZZ & HERITAGE FESTIVAL</p>

FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT WWW.BLACKPRWIRE.COM

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