

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.



It's National Black Family Month

Did you know that July is National Black Family Month? This holiday is all about celebrating families and important family members. We all know that family is extremely important within the black community. So, this Black Family Month, celebrate the family you've got by planning reunions and getting together with them as much as you can. Need some ideas on fun things to do with your family? Here goes:

- Host a family game night.
- Volunteer in the community to shine your light.
- Have a fun movie watch weekend.
- Read a book together from beginning to end.
- Have a garage sale to clear out clutter.
- Attend church together to uplift one another.
- Bake various types of sweet treats.
- Play video games to see who wins/beats.
- Go on a family picnic to enjoy being care-free.
- Create that all important family tree.
- Go to a museum to let your imagination ignite;
- Have a fun and challenging karaoke night.



Essence Festival



It's that time again – time for the renowned and much anticipated Essence Festival! Held over Fourth of July weekend at the Caesars Superdome and throughout downtown New Orleans, the Essence Festival has evolved into the nation's premier showcase for contemporary African American music and culture. The three-day party combines high-octane music performances with inspirational speakers and provocative conversations about gender, race, culture,

and art. The 2023 Festival Lineup includes: Missy Elliott, Ms. Lauryn Hill, Megan Thee Stallion, Jermaine Dupri, Wizkid, Monica, Coco Jones, Kizz Daniel, and more!

By day, the Empowerment Experience spotlights dozens of speakers on thought-provoking topics such as religion, economics, and education. Of course, there are dozens of vendors who have displays set up in different locations around the Superdome and park areas that are temporarily turned into outdoor markets. Another big highlight of the event is The Essence Expo Experience which includes seminars and workshops on a wide range of topics including beauty and style as well as power and finance. Attendees can participate in live tutorials, free consultations, fashion and makeup presentations, and more.

Essence Festival was started in 1994 as a one-time event to celebrate the 25th anniversary of Essence, a magazine aimed towards African American women. The



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: Nikkia Reveillac



Nikkia Reveillac is a passionate people advocate, a global culture maven, and a change agent. She is currently a Director of Consumer Insights at Netflix and is the former Head of Research at Twitter. Prior to Twitter, Nikkia spent many years at Colgate-Palmolive Company, where she developed a reputation for being a visionary in insights with an affinity for innovation, impact, and action.

Nikkia is an organizational leader with close to 20 years of experience transforming global Insights and Analytics functions to help Fortune 500 companies in Tech, Entertainment and CPG successfully execute business strategies that enhance their competitive advantage.

Currently at Netflix, she is working to transform the company's approach to strengthening Brand Health, Brand Strategy, Corporate Reputation and the development of new experiences, like the introduction of an ads-supported tier, by blending customer-centricity with entrepreneurialism and business acumen. Her credo is to "leave everything better than I found it."

Nikkia attributes her success as a leader to her love for building collaborative relationships with her business partners and her hunger to deeply understand what drives the diverse individuals on her team. She shows up authentically as a challenger of the status quo with a global POV, thanks to her early career in dance, her Caribbean upbringing, her experience working in four countries, and leading teams across four continents. Nikkia now resides in Brooklyn, New York where she can still be found dancing, with her husband and two daughters.

MAY 2023

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

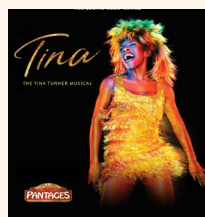
29 - 3

ESSENCE
MUSIC FESTIVAL



1 - 9

TINA: THE TINA
TURNER MUSICAL



14 - 16

SUNDIATA
FESTIVAL



16 - 22

REGGAE
SUMFEST



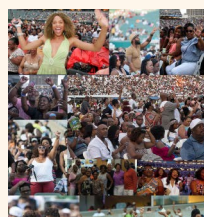
19 - 21

INTERNATIONAL
HOTEL OWNERSHIP &
INVESTMENT SUMMIT



20 - 22

CINCINNATI
MUSIC FESTIVAL



20 - 23

NATIONAL DENTAL
ASSOCIATION ANNUAL
CONVENTION



26 - 29

NATIONAL URBAN
LEAGUE CONFERENCE



28 - 1

NAACP ANNUAL
CONVENTION



29 - 2

NATIONAL MEDICAL
ASSOCIATION ANNUAL
CONVENTION



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

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

Luisa Martinez
Account Executive
lmartinez@sonshine.com

Alyssa Leys
Senior Graphic Designer
aleys@sonshine.com

Camry Brown
Account Services Coordinator
cbrown@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com



Facebook.com/
BLACKPRWIRE

@BLACKPRWIRE

@BLACKPRWIRE

BPRW ALLIANCES

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

They include:

