

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.



October 2023

Black PR Wire Turns 23: A Message of Gratitude & Appreciation from Bernadette Morris, CEO



Back in 2000, I realized that there was a void in sharing news about people of color to the Black publishers, writers and reporters nationwide. Seeing this need, and knowing the value of this service and how it would impact our community, I set out to resolve this problem and rise to the charge at hand. The birth and launch of Black PR Wire, Inc. took place. And 23 years later, we're still here, providing important news and information to the media, to our business leaders, influencers and our communities nationwide.

Plus, we have launched a podcast, Thrivin' in Color, and have published, for 18 years and counting, our award-winning newsletter, Thrivin', and much more.

Beginning this Fall and all through 2024, BPRW will, - once again - host Soul Food Media Mixers, visiting cities nationwide to Meet & Greet and personally thank our clients, media partners and friends. More details on those fun events will come. But this month, in celebration of Black PR Wire's 23rd year in the Black, I'd like to say "Thank You" for sharing your time with us. Let's continue to create and share the news that our media and communities can use. Be blessed!

Black Entrepreneurs Day 2023



Get ready for an event that is set to inspire, empower and celebrate Black entrepreneurs. **Black Entrepreneurs Day** is returning to Harlem's iconic Apollo Theater this October 2023, and it promises to be bigger and better than ever. Created in 2020 by the visionary entrepreneur Daymond John, this annual celebration has quickly become a beacon of hope and opportunity for Black entrepreneurs nationwide.

Looking to intercept business with entertainment, the show provides learning insights and resources by combining the wisdom of celebrity Black business leaders with performances from superstar musical artists. In 2022, the event boasted an impressive lineup of influential



October is Breast Cancer Awareness Month



October marks **Breast Cancer Awareness Month**. The second most common cause of cancer-related mortality in the United States is breast cancer, a condition in which the cells in the breast grow out of control. Regardless of race or gender, breast cancer affects individuals everywhere. However, Black women continue to have the highest mortality rate.

The 43% decrease in breast cancer fatalities has been attributed to increased awareness, early detection, and efficient treatment but, data compiled by the American Cancer Society shows Black women have a 40%



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: Dr. Jacqueline Walters



Dr. Jacqueline Walters is a philanthropist, health expert, women's advocate and award-winning OBGYN on a mission to impact the lives of millions. This board-certified doctor lives by the philosophy "work hard, play hard." After earning two bachelor of science degrees from the University of Mississippi and Alcorn State University, and graduating from the University of Mississippi School of Medicine, Dr. Walters completed her residency in obstetrics and gynecology from the Medical Center of Central Georgia and Mercer University. In 2004, Dr. Jacqueline Walters found herself in a patient role instead of the doctor role, when she received her first breast cancer diagnosis. After receiving her second diagnosis in 2008, she underwent a double mastectomy. She knew, as a physician, how a

positive attitude impacts how well you respond to treatment. Many of the women she met during treatment did not share the same philosophy. She was heartbroken to see their hope and spirit so low.

This discovery motivated her to share her story, time, and resources to help individuals going through the breast cancer fight. Dr. Walters quickly started counseling, sending care packages, and providing spiritual support for women in need. In 2013, she formally launched her 50 Shades of Pink Foundation to provide support for the mind, body, and spirit of the breast cancer WARRIOR.

As a two-time breast cancer survivor, Dr. Walters for nurturing the emotional and physical needs



CALENDAR OF EVENTS

OCTOBER 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.

OUR TEAM

<p>6</p> <p>MCDONALD'S INSPIRATION CELEBRATION GOSPEL TOUR: PHILLY</p>	<p>7</p> <p>HIP-HOP AMERICA: THE MIXTAPE EXHIBIT</p>	<p>7</p> <p>NATIONAL BLACK ARTS FESTIVAL GALA & ARTIST SHOWCASE</p>	<p>11-13</p> <p>BLACK MEN XCEL</p>	<p>11-14</p> <p>SCDAA THE 51ST ANNUAL NATIONAL CONVENTION</p>
<p>13-15</p> <p>SILICON VALLEY AFRICAN FILM FESTIVAL</p>	<p>14-15</p> <p>BLACK TECH GALA</p>	<p>14</p> <p>CHARLOTTE AFRICAN AMERICAN BOOK FESTIVAL</p>	<p>15</p> <p>2023 UNCF WALK FOR EDUCATION - CHARLOTTE</p>	<p>21</p> <p>TASTE OF SOUL FESTIVAL</p>

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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:



businesswire
A BERKSHIRE HATHAWAY COMPANY

