

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

April 2016

IT'S TAX SEASON!

As the deadline for filling your taxes is quickly approaching, many last minute filers are still figuring out what steps they need to take in order to receive a better return. The New York State Society of CPAs (NYSSCPA) is sharing a few tips to help these individuals prepare:

Get your receipts and other paperwork compiled and organized

By doing this, it will be easier to write off business expenses, list charitable deductions and include all expenses that may have otherwise been forgotten. -

Get the full benefit of potential tax deductions

Since tax deductions can lower your overall taxable income, it's important to know what you could be eligible for.

Figure out what tax credits you could be eligible for

Tax credits can directly reduce the dollar amount of taxes you may owe to the IRS. Some of the most common credits include:

- **The Earned Income Tax Credit (EITC)**, most commonly used by working people with low to moderate income. To qualify, you must meet certain requirements and file a tax return, even if you do not owe any tax or are not



required to file. EITC reduces the amount of tax you owe and may give you a refund;

- **The American Opportunity Tax Credit** allows you to claim up to \$2,500 on your tax return for the first \$4,000 spent on qualified education expenses within the first four years of college;

- **The Lifetime Learning Credit** allows you to claim up to \$2,000 for the first \$10,000 that's spent on qualified education expenses like tuition, fees, books, supplies, equipment, and room and board;

- **The Child and Dependent Care Credit** offers workers a tax credit that helps defray the costs of daycare or babysitting

- **The Savers Tax Credit** which allows low-to-moderate income taxpayers who are saving for retirement to claim 50, 20, or 10 percent of the first \$2,000 contributed to a retirement account.

APRIL IS MINORITY HEALTH MONTH

April is recognized as National Minority Health Month. Let's raise awareness about the health disparities that continue to affect racial and ethnic minorities, and the health care law's groundbreaking policies to reduce these disparities and achieve health equity.



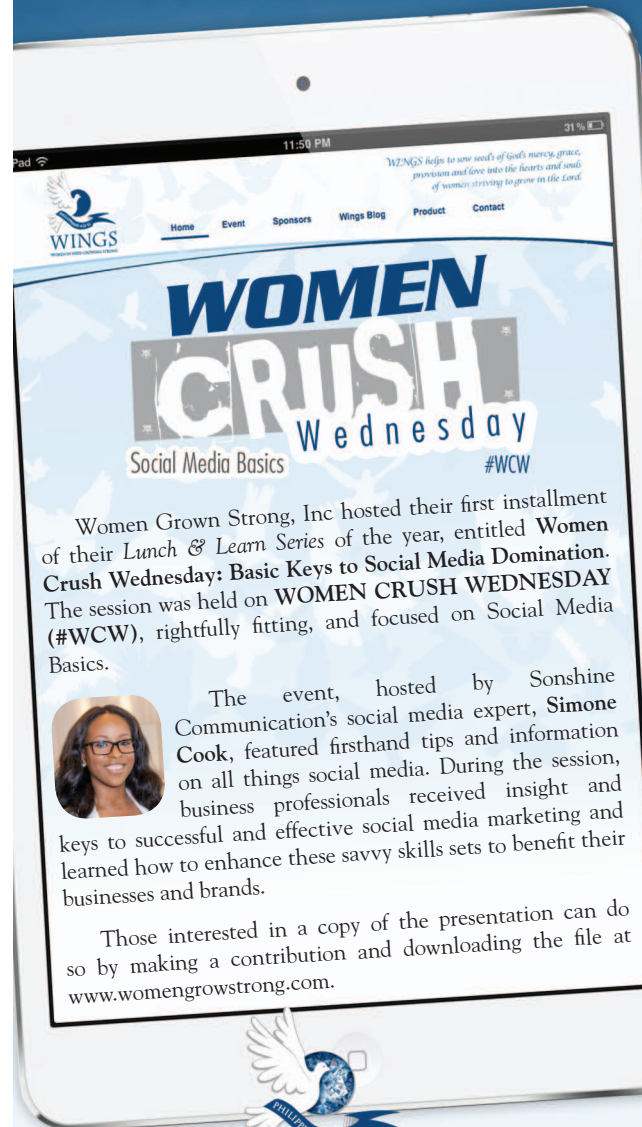
This year's theme, "Accelerating Health Equity for the Nation," emphasizes the critical role of prevention in reducing health

disparities. It is a call to action, a charge for all of us to unite towards a common goal of improving the health of our communities.

Everyone in America should have the chance to live a healthy life, regardless of who they are and where they live.

Join the Office of Minority Health as they strive to combat health disparities, build healthier communities and create a stronger nation. Prevention is Power. Together, let's focus our concentration on accelerating health equity for the nation!

WOMEN GROWN STRONG, INC HOSTS LUNCH AND LEARN SESSION ON SOCIAL MEDIA BASICS



Women Grown Strong, Inc hosted their first installment of their Lunch & Learn Series of the year, entitled **Women Crush Wednesday: Basic Keys to Social Media Domination**. The session was held on **WOMEN CRUSH WEDNESDAY (#WCW)**, rightfully fitting, and focused on Social Media Basics.



The event, hosted by Sunshine Communication's social media expert, **Simone Cook**, featured firsthand tips and information on all things social media. During the session, business professionals received insight and keys to successful and effective social media marketing and learned how to enhance these savvy skills sets to benefit their businesses and brands.

Those interested in a copy of the presentation can do so by making a contribution and downloading the file at www.womengrowstrong.com.



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

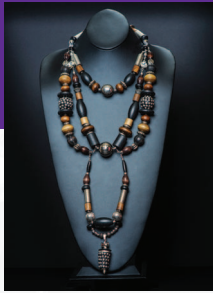
English and Creole. To find out more about Black PR Wire, Inc., call us toll free at 1-877-BlackPR or visit the website at: WWW.BLACKPRWIRE.COM.

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

POWER PROFILER: PHEBBS SVESTER



Phebbes Svester is the corporate founder and product creator of Umee Life jewelry. A leader in the fashion industry, Phebbes is an industry connoisseur and designs and develops fashionable jewelry with today's consumers in mind. Her motto is "Jewelry is meant to be fashionably interchanged and custom arranged." Umee Life offers a dynamic brand of luxurious high-end, unique and exquisite interchangeable art and jewelry for men, women and even the furry family members. Each piece is handmade and features rare and beautiful beads and jewels. Umee Life offers a rare glimpse into one's soul as evidenced by mutual attraction.



Phebbes began creating necklaces at just three years old. By the age of seven, Phebbes learned embroidery and knitting and was a self-taught sewer by the age of 16. Phebbes has extensive professional training and experience in the realms of fashion, arts and design, having studied in New York, Canada and abroad.

An industry innovator, Phebbes Svester is a certified member of Manufacturing Jewelers and Supplies of America (MJSA) and the South Florida Jewelry Arts Guild (SFJAG).



Umee Life is one of the signature brand products of Phebbes Svester. Phebbes has launched a niche market with exquisite interchangeable art that is revolutionary and will change the face of the industry in a meaning, dynamic and powerful way. For more information about Umee Life, visit the website at www.umeelife.com

HOT OFF THE PRESS!!!!

CHECK OUT THESE BANNER ADS!

CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out some of the latest happenings throughout the country this month.

Urban Music Festival
4/1/16 – 4/2/16
Austin, TX
www.urbanmusicfest.com

National Black Police Association Convention
4/12/16-4/17/16
Fort Lauderdale, FL
www.blackpolice.org

FunkFest Tour
4/16/16
Orlando, FL
www.orlando.funkfesttour.com

First Annual My Sister's Keeper Expo
4/16/16
San Francisco, CA
www.MySistersKeeperExpo.com

Baltimore Natural Hair Care Expo
4/2/16 – 4/3/16
Baltimore, MD
www.bmorenaturalinc.com



National Forum for Black Public Administrators
4/13/16-4/17/16
Portland, OR
www.nfbpa.org

FUNKFESTTOUR.COM."/>

New Orleans Jazz & Heritage Festival
4/22/16-5/01/16
New Orleans, LA
www.nojazzfest.com

16th Annual National Summit
4/26/16
New York, NY
www.diversitybusiness.com

St. Lucia Jazz Festival
4/29/16-5/08/16
St. Lucia
www.stlucijazz.org



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
tc Coleman@blackprwire.com

Simone Cook
Account Coordinator
scook@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Graphic Designer
ebrown@blackprwire.com



facebook.com/
BLACKPRWIRE
@BLACKPRWIRE

BPRW ALLIANCES

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

