

# THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

July 2014

## Black PR Wire Offers

Usually a splash makes a big impact, right? Well, that's exactly what Black PR Wire wants to do with our Summer Splash.

We may not be able to offer you an opportunity to make a splash in a cool, refreshing beach; but we can offer you our own "hot fun in the summertime" deal. What is the deal? We're so glad you asked.

In honor of summertime, Black PR Wire will offer a summer splash of discount services. It is our way of offering great services at great rates for you – our awesome clients.

"I encourage you to take advantage of our special services and offerings this summer," said Bernadette Morris, president/CEO of Black PR Wire.

"Remember, we provide you with a broad range of services beyond press release distribution including electronic newsletters and video messages, and much more."

Black PR Wire will distribute news in any form clients want to use! Just think of all the power you'll receive:



- Power in our fast distribution services which include electronic releases to over 1500 Black media outlets including Black owned print, radio and TV stations
- Power in our coast-to-coast media relations
- Power in our clipping service which includes clippings from over 60 leading Black publications
- Power in our web banner ads which offer consumer stimulation
- Power in our event promotion featuring key events throughout the nation
- Power in our website which includes thousands of hits each day and offers browsers a wealth of information; and
- Power in our team who is committed to helping you reach your desired area of market concentration.

There's definitely "Power in the Wire!" The Summer Splash Special is for up to three releases per business between the months of June 1 – August 31, 2014 and for up to 400 words per release. To sign up for any of our services and receive your "hot fun in the summertime" deal, give us a call at 1-877-BLACKPR!

## Sizzling Summer Sensations

Summertime is here ... a time for fun, a time for cheer. A time to celebrate and enjoy the various events taking place this year!

This summer is jam-packed with many fun-filled activities for families to enjoy. From cultural events to family reunions, there is a wealth of options for sizzling summer outings.

Here are two sizzling summer sensations and their locations:

**The National Association of Black Journalists Annual Convention**

**July 30 – August 3, 2014**  
**Boston, Massachusetts**  
Join NABJ as they gather in Boston for the 39th Annual Convention and Career Fair! Thousands of journalists, media executives, public relations professionals, and students are expected to attend to network, participate in professional development sessions and celebrate excellence in journalism.

**ColorComm Conference**  
**August 6-8, 2014**  
**Miami, Florida**  
Make your vow to attend now. ColorComm is the only professional organization

exclusively for women of color in communications. Speakers include **Desiree Rogers**, CEO, Johnson Publishing Company and Former White House Social Secretary; **Monica Lozano**, CEO, impreMedia and publisher of La Opinion, the largest Spanish publication in the U.S.; **Soledad O'Brien**, critically acclaimed journalist, news anchor and producer; and **Vanessa Bush**, Editor-In-Chief, Essence Magazine.

Be sure to check out other upcoming events listed in our calendar of events section and get ready for some sizzling summer sensations!



Desiree Rogers



Monica Lozano



Soledad O'Brien



Vanessa Bush



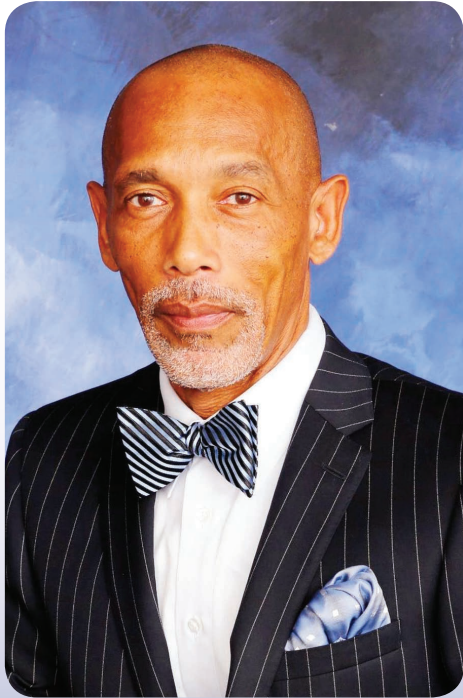
Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

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: ERIC KNOWLES



**Eric Knowles** is the president/CEO of Florida's oldest and largest Black Chamber, the **Miami-Dade Chamber of Commerce**. Knowles is a senior executive with extensive experience creating strategic alliances in both the public and private sectors.

Knowles has had an impressive career and credits his expertise in operations, event planning and execution, community building, employee training, and customer service.

Knowles is the former Senior Director of Government Affairs for Sun Life Stadium and The Miami Dolphins. Some of his core accomplishments in this role include managing a 72,500 person facility (Sun Life Stadium,

home of the Miami Dolphins and former Florida Marlins), managing tenant relations that included the Miami Dolphins, Florida Marlins, Orange Bowl Championship, and related events; handling the training and management of 3,500 game day employees, and directing all government affairs, as it pertains to Sun Life Stadium and the Miami Dolphins.

In his new role as CEO of the Miami-Dade Chamber of Commerce, Knowles will lead the efforts of the Chamber for 2014 and beyond. He will be expected to expand the business and oversee the operations of the organization by implementing its strategic plans and policies as established by the Board of Directors.

The Miami-Dade Chamber of Commerce, founded in 1974, has been focused on black business vitality in Miami-Dade County and successfully represents the business interests of women, young professionals, and small business. The Chamber leads the way towards long-term business prosperity, by providing advocacy, networking, resources, and training to men and women in South Florida. The Chamber's mission is to provide a world of business opportunities and bring the business community together to exchange goods and services and to promote interaction and communication mutually beneficial to all businesses involved.

### 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 in the month of July.

**Rainbow PUSH Coalition Convention**  
6/28/14-7/02/14  
Chicago, IL  
[www.rainbowpush.org](http://www.rainbowpush.org)

**Essence Music Festival**  
7/03/14-7/06/14  
New Orleans, LA  
[www.essence.com/festival](http://www.essence.com/festival)

**Waterfront Blues Festival**  
7/03/14-7/06/14  
Portland, OR  
[www.waterfrontbluesfest.com](http://www.waterfrontbluesfest.com)

**Fillmore Street Jazz Festival**  
7/05/14-7/06/14  
San Francisco, CA  
[www.fillmorestreetjazzfest.com](http://www.fillmorestreetjazzfest.com)

**Taste of Chicago**  
7/09/14-7/13/14  
Chicago, IL  
[www.tasteofchicago.us](http://www.tasteofchicago.us)

**Indiana Black Expo**  
7/10/14-7/20/14  
Indianapolis, IN  
[www.indianablackexpo.com](http://www.indianablackexpo.com)

**Reggae Sumfest**  
7/13/14-7/19/14  
Montego Bay, Jamaica  
[www.reggaesumfest.com](http://www.reggaesumfest.com)

**JazzFest West**  
7/19/14-7/20/14  
San Dimas, CA  
[www.jazzfestwest.com](http://www.jazzfestwest.com)

**NAACP Annual Convention**  
7/19/14-7/23/14  
Las Vegas, NV  
[www.naacp.org](http://www.naacp.org)

**National Urban League Conference**  
7/23/14-7/26/14  
Cincinnati, OH  
[www.nul.org](http://www.nul.org)

**Macy's Music Festival**  
7/25/14-7/26/14  
Cincinnati, OH  
[www.qlzprod.com](http://www.qlzprod.com)

**National Dental Association Annual Convention**  
7/25/14-7/29/14  
New Orleans, LA  
[www.ndaonline.org](http://www.ndaonline.org)

For a complete listing of events, please visit [www.blackprwire.com](http://www.blackprwire.com)

### OUR TEAM

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### BPRW ALLIANCES

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

