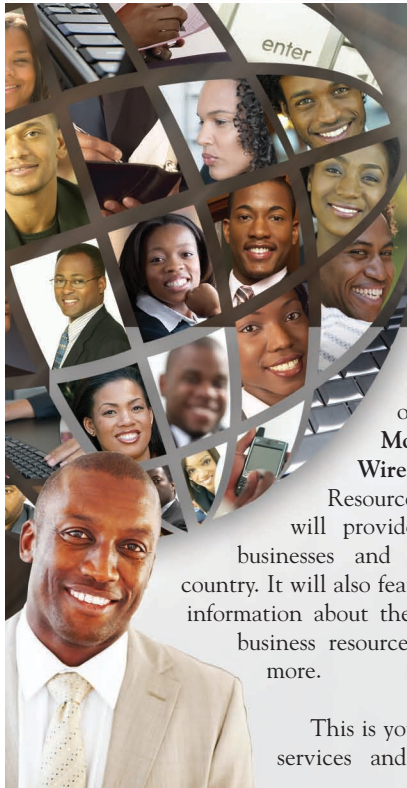


THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

July 2015



Black PRWire
TO CREATE

Black
RESOURCE
DIRECTORY



It's time to get down to business! In recognition of **National Black Business Month** in August, **Black PR Wire** will publish the **Black Resource Directory**. This directory will provide a list of Black-owned businesses and services throughout the country. It will also feature facts, figures, data and information about the Black professional, their business resource and services, and much more.

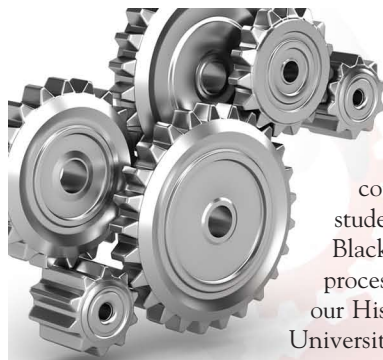
This is your chance to promote your services and have your information

placed in a national directory. Don't miss out! For a limited time, we are offering a special rate for this annual directory. The fee for the basic listing package is \$100. The fee for the premium listing package is \$150.

Individuals and businesses interested in placing their info in **Black PR Wire's** **Black Resource Directory** are encouraged to act now!

For more information on how you can be included in and/or obtain a copy of the **Black Resource Directory**, contact **Simone Cook** at 1-877-BLACKPR. You may also log on to www.blackprwire.com and fill out the **Black Resource Directory** form online.

BLACK PR WIRE GEARS UP FOR HBCU WRITER'S PROJECT



Black PR Wire is committed to putting college students on the write path. The **Black PR Wire** team is in the process of gearing up to re-launch our **Historically Black Colleges and Universities (HBCU) Writer's Project**, an exciting initiative of **Black PR Wire** that includes a special online editorial section on our website that highlights articles written by HBCU students. This special editorial section showcases the best and brightest writers from across the country.

The students are given an opportunity to write articles on various subjects of interest ranging from automotive to travel related topics, as well as current affairs. The articles will be

edited by the **Black PR Wire** newsroom team and will be published on our popular website, www.blackprwire.com. Although the students will not be paid a stipend, they will receive the opportunity to be published in print mediums across the country, as the articles will also be distributed to nationwide black print media. Additionally, the HBCU that the student represents will have the opportunity to place a video and/or print story about the university on our website.

For more information on how your university can participate in the **HBCU Writer's Project**, call 1-877-BLACKPR.

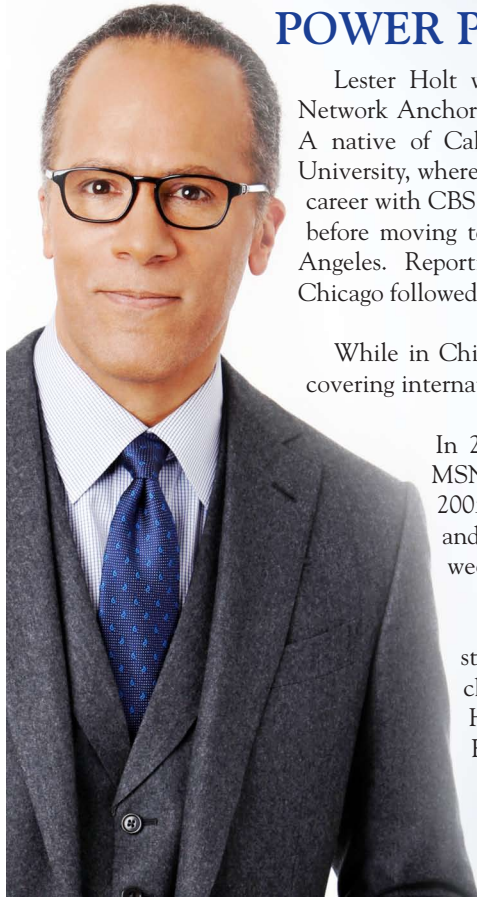


Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200 Black-owned

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: LESTER HOLT

Lester Holt was recently appointed as the first Black solo Network Anchor of a weeknight news show, *NBC Nightly News*. A native of California, Holt graduated from California State University, where he studied government. He began his broadcast career with CBS in 1981. He worked in New York City for a year before moving to the West Coast and the CBS affiliate in Los Angeles. Reporting and anchoring stints back in New York and Chicago followed.

While in Chicago, Holt served as anchor and news reporter, covering international and national stories.

In 2000, he joined the NBC family by landing at MSNBC. His career continued to progress and by 2005, he was substitute anchor for *NBC Nightly News* and *Today*. By 2007, he was anchoring both the weekend edition of *Today* and the *Nightly News*.

Work at NBC and NBC owned stations included stints with The History Channel and the SYFY channel. Movie and TV fans have also enjoyed Holts' cameos, as well. He has appeared in *The Fugitive*, *Miracle on 34th Street*, and *30 Rock*.

Lester Holt lives in New York City with his wife, Carol, and their two children. He is an avid musician and enjoys playing the bass guitar.



Happy Independence Day!

The month of July is typically associated with fireworks, family reunions, concerts, barbecues, picnics, parades, and much more!

But, let's not forget to commemorate the declaration of independence now and forevermore.

July 4th is the day to wave our flags of independence back and forth ...

And recall how the declaration of independence helped us to chart a new course.

Happy Independence Day!

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.

Essence Music Festival
July 2-5, 2015
New Orleans, LA

Taste of Chicago
July 8-12, 2015
Chicago, IL

Reggae Sumfest
July 12-18, 2015
Montego Bay, Jamaica
www.reggaesumfest.com

Palm Springs Summer Splash
July 17-19, 2015
Palm Springs, CA

Fillmore Street Jazz Festival
July 4-5, 2015
San Francisco, CA

Indiana Black Expo Summer Celebration
July 9-19, 2015
Indianapolis, IN

Alpha Kappa Alpha Sorority International Regional Conference
July 13-15, 2015
Chicago, IL
www.aka1908.com

National Bar Association Annual Convention
July 19-23, 2015
Los Angeles, CA



National Black Arts Festival Gala
July 11, 2015
Atlanta, GA

International Multicultural Tourism/Hotel Ownership Summit
July 17-19, 2015
Miami, FL

Macy's Music Festival
July 24-25, 2015
Cincinnati, OH

NAACP Annual Convention
July 11-15, 2015
Philadelphia, PA

National Urban League Conference
July 29 – August 1, 2015
Fort Lauderdale, FL

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
coleman@blackprwire.com

Simone Cook
Account Coordinator
scook@blackprwire.com

Teodora Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Graphic Designer
ebrown@blackprwire.com



BPRW ALLIANCES

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

