

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

May 2014



**Espionage  
Agents**

## Mother & Son Security Company Soars to New Heights

A licensed security agency based in South Florida, Espionage Agents is a well-known industry leader. The company's professional officers have been protecting condominiums, office buildings and small businesses for years. The professionalism in its Officers, high standards for training, demand for excellence, and public interaction is what sets it apart.

For more information on Espionage Agents, call (754) 204-4844. or visit [www.espionageagents.com](http://www.espionageagents.com).



## FDOT Launch

The Florida Department of Transportation (FDOT) unveiled the state's official Roadside Litter Prevention Education (RLPE) Media Campaign, which aims to reduce the incidence of littering on Florida highways, promote pride in the beauty of Florida's landscapes and educate Florida motorists about the dangers and hazards of roadside litter.

Built around the theme, "DRIVE IT HOME . . . KEEP OUR PARADISE LITTER-FREE<sup>SM</sup>," the participants included were professional football players representing all three of the National Football League franchises in Florida: **Johnathan Cyprien**, *Safety*, Jacksonville Jaguars; **Brian Hartline**, *Wide Receiver*, Miami Dolphins; and **Mike James**, *Running Back*, Tampa Bay Buccaneers. In addition, NASCAR Racer **Scott Lagasse Jr.**, and PGA Tour Champion, **Kenny Knox** have also signed on with the campaign's initiative and took part in the opening ceremonial event.

"Florida is an exceptionally beautiful part of our country, but that beauty is marred by thoughtless and careless highway littering. We intend to change that with the DRIVE IT HOME . . . KEEP OUR PARADISE LITTER-FREE<sup>SM</sup> campaign," said **Ananth Prasad, P.E.**, *Secretary of FDOT*.

Prasad was joined by **Lt. Gov. Carlos Lopez-Cantera**, **Dr. John H. Armstrong**, *Surgeon General*, **Herschel T. Vinyard Jr.**, *Secretary of the*



Florida Department of Environmental Protection, and **David Hawk**, *Chief Operating Officer* for the Federal Highway Administration.

**Bernadette Morris**, owner of Black PR Wire and sister company, Sonshine Communications, is the lead agency for the campaign. Morris created the strategy and launch. "We wanted to create a campaign that would have an indelible impression on our target audience and we knew the sports celebs would be a hit," says Morris.

For more information on the FDOT Roadside Litter Prevention Education Media Campaign, contact Bernadette Morris at (305) 948-8063, ext. 201 or via email at [info@CleanFLroads.com](mailto:info@CleanFLroads.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](http://WWW.BLACKPRWIRE.COM).

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



## POWER PROFILER: Vera Moore

Vera Moore is President & CEO of the highly competitive family owned business, **Vera Moore Cosmetics**. Over the past 5 years, Moore has built one of the most progressive and prestigious cosmetics and skincare lines for the global market.



Moore was contracted on national television as one of the first black actresses on the NBC soap opera "Another World" where she portrayed "Linda Metcalf" for ten years. She immediately realized the void in the market for quality products for women of color, specifically a natural looking foundation that didn't rub off on your clothes. This gave birth to Vera Moore Cosmetics. Her journey has led to national recognition on the covers of *Black Enterprise Magazine*, *Network Journal's 25 Influential Black Women in Business*, and *Upscale Magazine*, to

name a few. She has received the Success Stories Award from Volvo Cars of North America, has hosted her own half hour radio segment "Skin Deep & Moore" on WWRL Radio and has been featured in Black Enterprise's Book Collection - "Against All Odds". She holds many credits for other television programs and Broadway shows including the Tony Award winning Broadway Musical "Purlie Victorious."

Moore is an active participant in the community and several organizations. She is a coveted motivational speaker who has participated at the National Minority Business Council Conference, Small Business Development Centers, the Black Enterprise Entrepreneurial Conference and the Women's Power Summit in 2012. She also spoke at the first Urban Economic Council presented by the White House Business Council, the White

House Council on Women and Girls and the U.S. Small Business Administration. She is an active board member on The New York Women Chamber of Commerce, and Chair of Women on a Mission, for Best Buddies - an organization specifically dedicated to address the needs of autistic children. As a passionate advocate for women owned businesses, Moore continues to strive to knock down barriers that impede their growth by leveling the playing field. In 1982, she broke through the color barrier when her company became the first black-owned business to set up shop in the 50 year history at the prestigious Green Acres Mall, Valley Stream, Long Island NY.

Moore's products are used on Stage, Screen and TV (*The Cosby Show*, *Wendy Williams Show*, etc). Emmy award winning makeup artists, celebrities, news anchor women, and women from all walks of life solicit Moore's products and services. Moore was featured in WWD and the Wall Street Journal announcing her partnership with Duane Reade as she continues to expand and position her company to grow the VMC brand.

## 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 May.

### St. Lucia Jazz Festival

4/30/14-5/11/14  
St. Lucia  
www.stlucijazz.org

### Black Enterprise Entrepreneurs Conference

5/14/14-5/17/14  
Columbus, OH

### Cancun Jumpoff

5/21/14-5/26/14  
Cancun, Mexico  
www.cancunjumpoff.com

### Universoul Circus

5/01/14-5/11/14  
Queens, NY  
www.universoulcircus.com

### Funk Fest

5/16/14-5/17/14  
Atlanta, GA  
www.funkfestconcerts.com

### Universoul Circus

5/21/14-5/26/14  
Newark, NJ  
www.universoulcircus.com

### Sweet Auburn Springfest

5/9/14-5/11/14  
Atlanta, GA  
www.sweetauburn.com

### Barbados Gospelfest

5/17/14-5/25/14  
Barbados  
www.barbadosgospelfest.com

### Gullah Festival Celebration

5/23/14-5/25/14  
Beaufort, SC  
www.beaufort.com/gullah-festival

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

### OUR TEAM

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HAPPY *Mother's Day!*



### BPRW ALLIANCES

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