

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

September 2013

THE POWER OF PARTNERSHIPS



Bernadette Morris
CEO of Black PR Wire

The topic, "The Power of Partnerships," was the key focus at the National Association of Black Journalists (NABJ) Convention, recently held in Orlando, Florida. Black PR Wire President/CEO, Bernadette Morris, served as the keynote speaker for the Associates Luncheon, where she spoke before an attentive crowd of 500 people.

Bernadette discussed the importance of Black publications and how they help keep the community informed of the latest issues

in their city, state, nation and around the world. She encouraged the audience members to press in and press on and continue to use the power of partnerships for their mutual advantage.

As the head of Black PR Wire, the nation's FIRST and LARGEST Black news distribution company, Bernadette knows all too well why the power of partnerships is so crucial. Since the company's establishment in 2000, Black PR Wire has had a successful partnership with Business Wire, a wholly owned subsidiary of Berkshire Hathaway, and the global market leader in commercial news distribution. Business Wire has the most comprehensive



news and disclosure network in the world. Committed to originating hundreds of thousands of news announcements each year, Business Wire makes a dramatic impact on capital and commercial markets around the globe and in

virtually every industry sector.

"Black PR Wire has re-entered our partnership with Business Wire, and we look forward to continuing to work together to launch strategies that strengthen our leverage," says Morris.

These strategies typically involve including highlights from Business Wire news releases in monthly issues of Thrivin' (BPRW's newsletter) to further promote Business Wire clients, joint media mixers in key cities, and the annual **Minority Leadership Series**, an online webinar series held during Black History Month and designed to showcase the best of multicultural services and practices used by business professionals in the country.

"When it comes to partnerships, we believe that cohesiveness and a strong working relationship are no exception to the rule," says Morris. "The power of partnerships is not only mutually beneficial, but they are also very cool."

JOIN US ON SEPTEMBER 27TH

Doyane Wade, Jr.
JOINS

FLORIDA MEMORIAL UNIVERSITY

in advancing the legacy by championing the cause for scholarships at the

12th Annual Scholarship Gala.



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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!"

Client Spotlight: Flowers Communications Group



D. Michelle Flowers Welch Founder and CEO
Flowers Communications Group
Rashada Whitehead President
Flowers Communications Group

Twenty years ago, D. Michelle Flowers Welch, Founder and CEO of Flowers Communications Group (FCG), had the courage and commitment to embark on an uncharted path, and build what its employees know today as a great place to work.

An award-winning, multicultural communications agency with the creativity, spunk and expertise to produce stellar integrated marketing campaigns, FCG was recently named one of America's Best Diverse Suppliers by the Chicago White Sox and diversityinbusiness.com. The agency's core capabilities

include marketing, consumer promotions, public relations, and much more.

What sets the agency apart is its unique ability to apply both professional and personal experiences that allow them to reach and respect African-



American and Hispanic audiences with authenticity and clarity. At FCG, committed employees live and breathe the ethnic culture because they ARE the ethnic culture.

Equipped with this diverse insight, FCG pioneered a new, proprietary marketing approach called the strategic model which Ethnic FusionSM leverages the cultural commonalities

between African American and Hispanic consumers, while embracing the cultural nuances, social values, and independent mindsets within both communities. This approach has generated positive results for FCG clients, while also helping the agency to gain efficiencies with their resources and budgets. FCG is a proud part of IPREX communication agency, with 115 offices around the globe.

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:



September 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 September.

Blues at the Beach
September 6 – 7, 2013
Virginia Beach, VA
www.beacheventsfun.com

ADCOLOR Awards
September 19 – 21, 2013
Beverly Hills, CA
www.adcolor.org

Monterey Jazz Festival
September 20 – 22, 2013
Monterey, CA
www.montereyjazzfestival.org

Charlotte Sunset Jazz Festival
September 13 -14, 2013
Charlotte, NC
www.charlottesunsetjazzfestival.com

Bill Pickett Invitational Rodeo
September 20 – 21, 2013
Washington, DC
www.billpickettrodeo.com

International Black Women's Congress Conference
September 27 – 29, 2013
Atlanta, GA
www.ibwc.us

Congressional Black Caucus Annual Legislative Conference
September 18 – 21, 2013
Washington, DC
www.cbcbfinc.org/alc2013.html

Old Town BluesFest
September 20 – 21, 2013
Lansing, MI
www.oldtownbluesfest.com

Urban Professionals Labor Day Weekend Getaway
8/30-9/1, 2013
Hilton Head, SC
www.urbanprofessionals.com

Urbanworld FilmFest
September 18 – 22, 2013
New York, NY
www.urbanworld.org

African American Street Festival
September 20 – 22, 2013
Nashville, TN
www.aacanashville.org

For a complete listing of events please visit www.blackprwire.com