

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

Black History Month Edition 2013

BPRW AND BUSINESS WIRE TO HOST THE 2013 MINORITY LEADERSHIP SERIES - Sign up for this free webinar -



In recognition of **Black History Month** and in celebration of their continued partnership, **Business Wire** and **Black PR Wire** invite you to join us for the *2013 Minority Leadership Series*. This year, the dynamic duo will host two webinars:

Part 1: Preparing for A Future in Communications Wednesday February 20th, 1 PM (EST)

Join a dynamic panel of HBCU graduates from across the world. Speakers will share their top tips to help students and young professional communicators excel in our industry and maximize their collegiate and early career experiences for success, job opportunities, and leadership positions.

Confirmed speakers include

MODERATOR: Raschanda Hall, *Global Media Relations Manager, Business Wire* (Dillard University)

Greg H. Lee, *Executive Sports Editor, Sun Sentinel* (Xavier University Graduate)

Aprill O. Turner, *PR Professor and Communications Consultant* (Hampton University Graduate)

Vince McCraw, *Online Web Producer, Detroit News* (Morehouse College Graduate)@detnews

Part 2: Leveraging opportunities for strategic partnerships Wednesday, February 27th, 1 PM (EST)

If you are trying to grow your business and are not thinking about partnerships you should be. Establishing effective alliances can have a great impact on your business and your bottom line. Join us as we bring a panel of marketing and communication professionals who will share insights on how they have grown their business through strategic partnerships and what it takes to find the right fit and make it work.

Confirmed speakers include

MODERATOR: Bernadette Morris, *CEO/President, Sonshine Communications and Black PR Wire - FL*

Danita King, *Principal/Founder, PRNoir - NY*
James Andrews, *Founder, Social People - GA*
Ronnie Ostby, *ICF International*

For details and to register for one or both webinars, contact **Vanessa Loy** of **Black PR Wire** at 1-877-BLACKPR.



Black History Special Savings from BPRW

In recognition to the many accomplishments from people of color nationwide. Black PR Wire is offering its **Black History Month** special savings for all first time distributors. All month long, we will distribute new customers' press releases, of up to 400 words, for \$99.

In addition, place three releases in the month of February and get the fourth one for free.

Plus, be sure to take advantage of our BHM Banner Ad placement promotion. Our regular price of \$500 per month has been reduced to \$250. That's a savings worth going after.

For details and more information, contact **Tanisha**

Coleman at 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!"

Share the Love



Join The Hook Up and The Black Resource Directory

Share the business love with your colleagues, associates and future clients by joining the **Black PR Wire Hook Up** and the **Black Resource Directory**. Both services offer exemplary services and benefits for you to enjoy.

To join the Hook Up, the process is very simple. When you give us the names and e-mail addresses of your friends and family, you will earn points toward a free BPRW/BDN service or an entertainment

discount. The more people you refer, the more points you earn, and the better the reward you will receive. The Black Resource Directory lists Black professionals and their business of service. The listing is free and there is a nominal fee to include your photo, logo or company evideo. Two great resource tools all housed in one powerhouse company. To learn more, contact **Tanisha Coleman**, BPRW's Marketing Director at 1-877-BLACKPR.



Black PR Wire unveils its Mobile App

Need to get the up-to-the minute news for us and about us? We've got an app for that! **Black PR Wire** has designed its own unique web app that provides customized downloading capabilities to fit your mobile unit.



"Our mobile application will provide our clients with access to the latest news in sports, health, technology, entertainment, and much more," says **Ricardo Reyes**, Associate VP of MultiMedia and Creative Services. "This adds a whole new dimension to providing news on-demand."

Features of the Black PR Wire mobile app will allow clients to download news releases from

Black PR Wire site to their phone for easy off-line reading at their leisure. The app format may also allow for interacting with Black PR Wire social media sites, as well.

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:



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.

FEBRUARY

Savannah Black Heritage Festival

February 1 – 23, 2013
Savannah Civic Center's Martin Luther King, Jr. Arena
www.savannahblackheritagefestival.com

Diversity Summit

February 5 – 7
New Orleans, LA
www.ism.ws

National Brotherhood of Skiers Black Ski Summit 2011

February 23 – March 2, 2013
Snowmass, Colorado
www.nbs.org

Black Enterprise Women of Power Summit

February 27 – March 2, 2013
Waldorf Astoria Orlando, FL
www.blackenterprise.com

MARCH

Miami International Film Festival

March 1 – 10, 2013
Various locations throughout Miami-Dade County
www.miamifilmfestival.com

Winter Music Conference

March 15 – 24, 2013
Miami Beach Convention Center
Miami Beach, Florida
www.wintermusicconference.com

Annual U.S. Africa Travel and Tourism Industry Seminar

March 8, 2013
Washington DC Convention Center
www.africatravellassociation.org

WBENC Summit and Salute to Women's Business Enterprises

March 13 – 14, 2013
Baltimore, Maryland
www.wbenc.org

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