

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

December 2014

*Merry Christmas*

## HERI ZA KWANZAA!



**Happy Kwanzaa!** Kwanzaa is a celebration of family, community and culture which is observed from December 26 – January 1st of each year. Kwanzaa celebrates a cultural message focusing on the best of what it means to be African and human in the fullest sense. The theme for Kwanzaa this year is “Practicing the Culture of Kwanzaa: Living the Seven Principles.”

Kwanzaa was created to introduce and reinforce the seven basic values of African culture in an effort to contribute to building and reinforcing family, community and culture among

African American people, as well as Africans throughout the world African community. These values are called the Nguzo Saba, meaning the Seven Principles - in Swahili. The Nguzo Saba, developed by Dr. Karenga, stands at the heart of the origin and meaning of Kwanzaa and can be considered the building blocks for community and growth.

As we celebrate Kwanzaa, let's focus on the Seven Principles and live them to the fullest extent. The Seven Principles are: **Umoja** – Unity; **Kujichagulia** – Self Determination; **Ujima** – Collective Work & Responsibility; **Ujamaa** – Cooperative Economics; **Nia** – Purpose; **Kuumba** – Creativity; and **Imani** – Faith.

Did you know that December is National Drunk & Drugged Driving Prevention Month? Driving and consuming alcohol may be considered adult freedoms, but they should not mix at the same time. Yet, many people put aside good judgment during major holidays like Christmas and New Year's Eve to do just that. It is for this reason why December has been designated as National Drunk & Drugged Driving Prevention Month.

According to the National Highway Traffic Safety Administration, more than 30% of drivers involved in fatal crashes on weekends are alcohol-impaired. In fact, alcohol impairment among drivers involved in fatal



**STOP  
IMPAIRED  
DRIVING:**  
Think Before You Drink!

crashes is about four times higher at night than during the day.

All of us must do our part to help educate and inform our loved ones about the danger of impaired driving and the importance of selecting a designated driver before attending any event where alcohol will be served. We must also be prepared to intervene if we see someone attempt to drive home who's had too much to drink. So, if you're going to drink alcohol during this holiday season, select a designated driver and think before you decide to drive and drink! Endangering your life or that of someone else is not a cool gift to give.



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: ROSALIND BREWER

Rosalind Brewer is president and CEO of Sam's Club, a members-only warehouse club channel with revenues of \$56 billion for fiscal year 2013, 110,000 associates and 620 clubs. Ms. Brewer joined Sam's Club, a division of Wal-Mart Stores, Inc. (Walmart), in 2012. In her role, she has implemented a growth strategy focused on technology and innovation, exciting and local merchandise and an expanded footprint, accelerating the growth of new clubs.



Ms. Brewer is a strong advocate for Sam's Club's many small business members and is also focused on e-commerce growth, giving members

revenue growth and customer satisfaction and has extensive expertise in turn-around assignments. She is also known for building strong teams,

the convenience of shopping anywhere, anytime. She joined Walmart in 2006 as regional vice president, overseeing operations in Georgia. She later became division president of the Southeast, and then president of Walmart East.

Throughout her career, Ms. Brewer has served as a high-impact strategist with experience spanning global manufacturing operations, research and development, marketing and strategic business unit leadership. She has focused relentlessly on

inspiring mentoring networks and having a passion for improving communities.

Before joining Walmart, Ms. Brewer worked for Kimberly-Clark Corp. for 22 years, starting as a scientist and eventually becoming president of the Global Nonwovens Sector in 2004. The consummate professional, she earned a bachelor's degree in chemistry from Spelman College. She attended the advanced management program at The Wharton School and graduated from Director's College at the University of Chicago School of Business/Stanford School of Law. She serves on the board of directors for Lockheed Martin Corporation (NYSE:LMT), and because of her commitment to education, she is chair of the board of trustees for her alma mater, Spelman College.

In 2013, Ms. Brewer was named one of the World's 100 Most Powerful Women by Forbes. The magazine also named her among the Most Powerful Black Women of 2013. In addition, Working Mother named her one of the Most Powerful Working Moms of 2013, and she has consistently been honored by Fortune Magazine as one of the 50 Most Powerful Women in Business.

## 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 this month.

### Reuse, Recycle, Rejoice: Holiday Craft Creation Night

December 4, 2014  
Philadelphia, PA

[www.aampmuseum.org/calendar.html](http://www.aampmuseum.org/calendar.html)

### Motown & More: A Holiday Celebration

December 7, 2014  
Annapolis, MD

[www.ramsheadonstage.com](http://www.ramsheadonstage.com)

### DuSable Museums Annual Holiday Glitz Benefit Gala

December 8, 2014  
Chicago, IL

[www.dusablemuseum.org](http://www.dusablemuseum.org)



### Black Nativity

December 12-13, 2014  
Forest Park, OH

[www.business.african-americanchamber.com/events/details/black-nativity-1034](http://www.business.african-americanchamber.com/events/details/black-nativity-1034)

### Facebook & Twitter for Entrepreneurs and Small Business 101

December 13, 2014  
Bethesda, MD

[www.eventzilla.net](http://www.eventzilla.net)

### First Read Expo

December 13-14, 2014  
Atlanta, GA

[www.firstreadexpo.com](http://www.firstreadexpo.com)

### Macy's Family Fun Day at AAMP: Kwanzaa Celebration

December 27-28, 2014  
Philadelphia, PA

[www.aampmuseum.org/calendar.html](http://www.aampmuseum.org/calendar.html)

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

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