

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

February 2015



## BLACK HISTORY

IS ALL OF

*Our History!*

Black History Month is a time to reflect and honor the many African American heroes and heroines who have exemplified leadership qualities and celebrate those who continue to break down barriers. During Black History Month, we too celebrate the many contributions of African-American pioneers, which have enhanced American society as a whole, not just the lives of African-American people.

Harriet Tubman, Booker T. Washington, Muhammad Ali, Maya Angelou – and many other remarkable figures, are not just African American heroes and heroines; they are America's heroes, heroines and iconic figures. We can all be inspired and strive to model the diligence and perseverance of these individuals.

As we acknowledge the heroism and contributions of African-Americans in America, we recognize that they have pushed this country forward. From **Dr. Martin Luther King Jr.** and **Rosa Parks**, both courageous leaders who took a stand on equal rights – to Sarah Boone and her invention of the ironing board and **Garrett Morgan** and his invention of the three-way traffic signal. All of our lives have been improved because of them.

The audacity of many African-American visionaries and iconic leaders undoubtedly has made a difference in the lives of all people. This affirms that no matter our background, we can all join in on the celebrations and cherish this national observance.

**Happy Black History Month!**

## FEBRUARY 7<sup>TH</sup> MARKS NATIONAL BLACK HIV/AIDS

### AWARENESS DAY FOR 2015



National Black HIV/AIDS Awareness Day (NBHAAD) will be held February 7, 2015. This day has become a nationwide tradition over the years and remains a vital vehicle to encourage African Americans to become educated, get involved and get tested for HIV/AIDS.

This epidemic has plagued the lives of many heterosexual and homosexual individuals of all different races and cultures of the world. African Americans make up most of the new HIV/AIDS

infections population at 44% in 2010 along with White (31%) and Hispanic (21%), according to The Henry Kaiser Family Foundation website. Of the 1.2 million people who were infected with this disease in 2010, only 14% knew about their diagnosis, according to the Centers of Disease Control and Prevention. Since the beginning, 265,812 African Americans have died from this disease; this includes the year 2011 with 6,630 deaths.

The facts can be shocking and overwhelming to most, but the numbers reflect the seriousness of this illness in the black community. Educate yourself and others, find a local testing center near you and avoid becoming another statistic.

For more information on National Black HIV/AIDS Awareness Day, visit [www.blackaidsday.org](http://www.blackaidsday.org)



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: ARNOLD DONALD

**Arnold Donald**, a New Orleans native, is the President and CEO of Carnival Corp., the largest cruise company in the world. Donald first got his start in entrepreneurship when he would purchase large quantities of candy and resell them to his sisters at markup prices.

Born of hardworking parents, Donald was the youngest of five children. He attended an all-black, all-boys Catholic high school in Louisiana. Though living in the time of segregation, Donald believed he could do whatever he set his mind to, thanks to encouragement and inspiration of his family, school, church and civil rights figures.

In 1976, Donald received a B.A. degree in Economics from Carleton College. He then went on to Washington University, in St. Louis, where he received his B.S. degree in Mechanical Engineering. In 1980, Donald received his M.B.A. from the University Of Chicago Graduate School Of Business.

Before joining Carnival Corp., Donald served as president of the agricultural and consumer and nutrition sector at an agriculture company, Monsanto,

where he had a career for over 20 years. In additions, some of Donald's former leadership roles included President and CEO of the Juvenile Diabetes Research Foundation, President and CEO of TransCanada Corp, CEO at Merisant Company and head of the Executive Leadership Council, a network for African-American executives.

After serving on Carnival's board for 12 years, Donald became President and CEO on July 3, 2013. Donald has also been an Independent Director at Bank of America Corporation since January 23, 2013.

Arnold Donald has a firm belief in the Carnival brand and all the services it provides for their valued customers. Travelers expect quality from Carnival and Donald's efforts to improve the brand will only ensure that expectation.

These past experiences only validate that Donald has what it takes to be Carnival's new CEO. His previous leadership roles have helped develop the knowledge and skills needed to succeed at this level, while allowing Donald to stay true to his professional style.

## 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.

### Black History Celebration Lunch on the Lawn

Feb. 10th  
Orange County Admin  
Center, FL  
[www.bhcoc.com/#!/events/ch6q](http://www.bhcoc.com/#!/events/ch6q)

### Black History Month Celebration @ Loyola

Feb. 22nd  
Chicago, IL  
[www.chicagoparkdistrict.com/events/Black-History-Month-Celebration-at-Loyola2](http://www.chicagoparkdistrict.com/events/Black-History-Month-Celebration-at-Loyola2)

### Black History Month Celebration

Feb 28th  
Cleveland, Ohio  
[www.cleveland.com/events/event/black-history-month-celebration/231299](http://www.cleveland.com/events/event/black-history-month-celebration/231299)

### Ankara Miami Fashion Week (First African American Fashion Show)

Feb. 19th  
Miami, FL  
[ankaramiamifashionweek.com](http://ankaramiamifashionweek.com)

### Black History Month Family Day

Feb. 22nd  
Rochester, NY  
[mag.rochester.edu/events/family-community-days](http://mag.rochester.edu/events/family-community-days)

### Black History Month Celebration Gala

Feb. 28th  
Orange County, FL  
[www.bhcoc.com/#!/events/ch6q](http://www.bhcoc.com/#!/events/ch6q)

### Black History Month Festival

Feb. 21st  
Las Vegas, NV  
[www.springspreserve.org/apps/event/details.cfm?id=30](http://www.springspreserve.org/apps/event/details.cfm?id=30)

### The Black History Month Parade

Feb. 28th  
Atlanta, Georgia  
[www.blackhistorymonthparade.com](http://www.blackhistorymonthparade.com)

### Exhibit: Reflections in Black

Now – March 2nd  
\*except Sundays  
Long Island, NY  
[events.longisland.com/exhibit-reflections-in-black.html](http://events.longisland.com/exhibit-reflections-in-black.html)

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

### OUR TEAM

**Bernadette A. Morris**  
President/CEO  
[bmorris@blackprwire.com](mailto:bmorris@blackprwire.com)

**Ricardo F. Reyes**  
AVP/Creative Director  
[reyes@blackprwire.com](mailto:reyes@blackprwire.com)

**Tanisha Coleman**  
Marketing Manager  
[tcoleman@blackprwire.com](mailto:tcoleman@blackprwire.com)

**Simone Cook**  
Account Coordinator  
[scook@blackprwire.com](mailto:scook@blackprwire.com)

**Teodoras Vitkauskas**  
Webmaster  
[tvitkauskas@blackprwire.com](mailto:tvitkauskas@blackprwire.com)

**Erica Brown**  
Graphic Designer  
[ebrown@blackprwire.com](mailto:ebrown@blackprwire.com)



### BPRW ALLIANCES

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

