

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

May 2016

## Happy Mother's Day!

Let's make this crystal clear: mothers are gems that shine brightly every year. Each Mother's Day, we acknowledge and celebrate our mothers for their love, dedication, good advice and unwavering support. It is our special time to express our love and appreciation to one of the most valuable gems that we will ever be blessed to receive during our lifetime.

The next best thing to having a mom gem? An actual piece of jewelry that is a gem. In honor of Mother's Day and everything jewel related, we would like to highlight Phebb Svester, the creator of Umee Life, an innovative company that creates wearable, high-end, interchangeable jewelry. As the visionary artisan, Phebb creates jewelry that has a nuance for each individual's personality and that captures their essence. Her jewelry

sparkles, shines, and blows consumers' minds. She makes dreams come true every opportunity she gets and believes that every woman in the world should own beautiful gems and be able to live life exquisitely.



Umee Life's product line includes bangles, wrist bands, charms, pendants, necklaces, chokers, clasps, earrings, rings, and anklets. Umee Life Jewelry would make the perfect gift to share with the gem in your life – your mother! To celebrate your mom as the gem that she is and to purchase Umee Life Jewelry, visit [www.umeelife.com](http://www.umeelife.com) today!

Black PR Wire salutes moms everywhere and wish you a blessed and happy Mother's Day!



## OUR NATION HONORS A WOMAN OF COURAGE

We're in the money! We're in the money!

The African American community is rejoicing over the new \$20 bill! We're sure that you've heard abolitionist/suffragist/civil rights activist **Harriet Tubman** will replace Andrew Jackson on the front of new \$20 bills.

Harriet Tubman was born into slavery, escaped to freedom and worked to rescue dozens of enslaved families, using Underground Railroad safe houses. She was also active in the struggle for women's suffrage.

This is great news and an historic move that gives a black woman prime placement in U.S. currency. A proposed image of what the new \$20 bill would look like has already been circulating online.

Let's jump for joy and hope for continued progress, change, and rich blessings!



## A Spring Bouquet of Savings!

Great specials all spring long.

ACT FAST! These offers are only good through **May 31st**, so call us TODAY!

**1-877-BLACKPR**

- Your release in one state with photo and logo \$150
- Statewide Distribution
- Your ad on BPRW \$200 per month
- Your release with photo and logo \$300
- National Distribution
- Your release or research, clip and scan \$50 each
- Posting Clippings
- Your video clip (up to 2 minutes) \$250
- Video Placement



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

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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: RISA LAVIZZO-MOUREY

PRESIDENT/CEO, ROBERT WOOD JOHNSON FOUNDATION

Risa Lavizzo-Mourey is president and CEO of the Robert Wood Johnson Foundation, a position she has held since 2003. With more than 30 years of personal experience as a medical practitioner, policymaker, professor, and nonprofit executive, Lavizzo-Mourey combines the scientific and ethical values she learned as a doctor with an enduring conviction that meaningful philanthropy must achieve lasting social change. Under her leadership, the Robert Wood Johnson Foundation has researched, evaluated, and implemented transformative programs tackling the nation's most pressing health issues.

For more than four decades, the Robert Wood Johnson Foundation has addressed key issues in public health such as establishing the 911 EMS system, reducing tobacco use, and improving end-of-life care. Under Lavizzo-Mourey's leadership, the Foundation is striving to build a comprehensive Culture of Health in America by focusing on four major themes: Healthy Communities; Healthy Children, Healthy Weight; Transforming Health and Health Care Systems; and Leadership for

Better Health.

A specialist in geriatrics, Lavizzo-Mourey came to the Foundation from the University of Pennsylvania, where she served as the Sylvan Eisman Professor of Medicine and Health Care Systems. She also directed Penn's Institute on Aging and was chief of geriatric medicine at the University of Pennsylvania's School of Medicine.

At the federal level, Lavizzo-Mourey served as deputy administrator of what is now the Agency for Health Care Research and Quality and worked on the White House Health Care Reform Task Force, co-chairing the working group on quality of care. She has also served on numerous federal advisory committees, including the Task Force on Aging Research, the National Committee for Vital and Health Statistics, and the President's Advisory Commission on Consumer Protection and Quality in the Health Care Industry. Additionally, she co-chaired a congressionally requested Institute of Medicine study on racial and ethnic disparities on health care.



Raised in Seattle by parents who both were practicing physicians, Lavizzo-Mourey completed her undergraduate work at the University of Washington and the State University of New York at Stony Brook and earned her medical degree from Harvard Medical School. She completed her residency in internal medicine at Brigham and Women's Hospital in Boston and was a Robert Wood Johnson Clinical Scholar at the University of Pennsylvania. She trained in geriatrics at Penn, then earned an MBA from the Wharton School. She is the author of several books and dozens of articles.

## MAY IS HEPATITIS AWARENESS MONTH

Just about everyone, young and old alike, know their A, B, C's. But, what about when it comes to Hepatitis?

May is recognized as Hepatitis Awareness Month, a month long campaign which aims to raise awareness about this prevalent disease. National Hepatitis Awareness Month was first established by the Centers of Disease Control and Prevention in 2001. Up to 5 million people in the U.S. are affected by Hepatitis.

Hepatitis is a disease which causes inflammation of the liver. There are three main types of Hepatitis: A, B, and C.

Each year, the Florida Department of Health works tirelessly to increase awareness of Hepatitis. Because many people are not clinically ill, many are unaware of their infection. Let's join the Florida Department of Health and the CDC in increasing Hepatitis detection.

Now is the time to get educated, get tested and know your status. Get informed, get tested, and let's stop the virus of Hepatitis! For more information on Hepatitis, visit [www.wemakethechange.com](http://www.wemakethechange.com) and [www.stopthespread.com](http://www.stopthespread.com).

## CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out some of the latest happenings throughout the country this month.

**BLACK ENTERPRISE ENTREPRENEURS SUMMIT**  
5/04/16 – 5/07/16  
Miami Beach, FL  
[www.blackenterprise.com](http://www.blackenterprise.com)

**FRYE FOUNDATION CELEBRITY GOLF TOURNAMENT**  
5/07/16  
Pinehurst, NC  
[www.thefryefoundation.org](http://www.thefryefoundation.org)

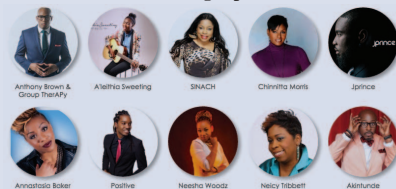
**CANCUN JUMPOFF**  
5/25/16 - 5/30/16  
Cancun, Mexico  
[www.cancunjumpoff.com](http://www.cancunjumpoff.com)

**BLACK ON BLACK RHYME JACKSONVILLE**  
5/05/16  
Jacksonville, FL  
[www.Blackonblackrhyme.net](http://www.Blackonblackrhyme.net)

**BARBADOS GOSPELFEST**  
5/21/16 - 5/29/16  
Barbados  
[www.barbadosgospelfest.com](http://www.barbadosgospelfest.com)

**UMOJA FESTIVAL PORTSMOUTH**  
5/27/16 - 5/29/16  
Portsmouth, VA  
[www.umojafestportsmouth.com](http://www.umojafestportsmouth.com)

**FUNKFEST**  
5/06/16 – 5/07/16  
Jacksonville, FL  
[www.funkfesttour.com/tour-schedule](http://www.funkfesttour.com/tour-schedule)



FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT [WWW.BLACKPRWIRE.COM](http://WWW.BLACKPRWIRE.COM)

### OUR TEAM

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