

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

October 2015

CELEBRATING CARNIVAL AND OUR RICH CULTURAL HERITAGE

Carnival is a colorful celebration of heritage and cultural diversity. It is the bold costumes and rhythmic sounds that set the tone for this festive celebration. Traditionally celebrated before the Christian season of Lent, Carnival festivals can be found taking place around the world, typically involving a public celebration and/or parade.

This October, festival goers will flock to South Florida for the annual Miami Broward Carnival in celebration of Caribbean culture. Miami Broward Carnival is a rich cultural heritage staple within the multicultural footprint of the South Florida landscape. The

highly anticipated celebration will host artists from all over the Caribbean as well as over 20 masquerade bands showcasing their vibrant costumes in the **parade of bands**.



PHOTOS COURTESY OF MARVIN LEE

This year, Miami Broward Carnival celebrates 31 years of celebration along with Antigua's 60 years of Carnival. The special event will be held on Sunday, October 11th at the Miami-Dade Fair Grounds and will surely be an exciting and memorable celebration of Caribbean heritage.

For more information about Miami Broward Carnival, please visit www.miamibrowardcarnival.com.



BLACK PR WIRE TO HOST A TWITTER CHAT TO UNVEIL THE BLACK RESOURCE DIRECTORY

Save the date!! Black PR Wire will host a Twitter chat to officially launch our online version of the **Black Resource Directory**. This Directory provides a great on-hand list of Black-owned businesses and services throughout the country. It also includes facts, figures, data and information about Black businesses and Black professionals, their business resource and services, and much more.

"The Black Resource Directory is a very useful directory that gives you the opportunity to meet fellow professionals online and to utilize their services at your leisure," said **Bernadette Morris**, president/CEO.

Ready to get your tweet on? Join our Twitter chat on November 6 at 2:30 PM/EST. Participants will have the opportunity to network with other black professionals as well as engage in topics and conversations using the official hashtag #BPRWBRD. Throughout the chat, we'll offer key insights and business tips.



In addition, a participating business and/or professional will also have a chance to win a feature story in Black PR Wire's monthly newsletter. So, this Twitter chat comes with perks!

Business categories to be included in the Black Resource Directory include arts and entertainment, business and finance, consumer marketing, corporate affairs, diversity relations, environment, ethnic relations, faith based relations, fashion, health & fitness, home ownership, literature, marketing and advertising, politics, professional services, safety and protection, sports, technology, travel and leisure, and youth. Didn't get a chance to be included in this year's directory? Time is on your side, as the directory will be updated annually.

For more information on how you can participate in the Black Resource Directory Twitter chat, contact Simone Cook 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!"

POWER PROFILER: DEBRA L. LEE



Debra L. Lee is Chairman and CEO of BET Holdings, Inc. (BET), a media and entertainment company targeted to African Americans. Lee is the highest ranking African-American woman at BET's parent company, Viacom, Inc. Prior to her appointment as COO in March 1996, Lee served as the network's executive vice president of strategic business development. During her tenure at BET, Lee has played pivotal roles in the company's history, including executive vice president and general counsel of BET's legal affairs department; corporate secretary; and president and publisher of BET's publishing division.

Lee has led the network's evolution into original movies, documentaries, concert specials, news, late-night talk shows and public policy coverage. Without question, BET represents the total network package for its audience and now reaches more than 78 million homes.

Ms. Lee is a director of Kodak Corp., WGL Holdings, Inc., Marriott International, Inc. and Revlon, Inc. The consummate professional, she holds a BA degree from Brown University and MA and JD degrees from Harvard University. She is affiliated with several professional and civic organizations.

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the Believer in You!



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For more information please (305) 948-8063.



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.

King Biscuit Blues Festival
October 7-10, 2015
Chandler, AZ
www.kingbiscuitfestival.com

Silicon Valley African Film Festival
October 16-18, 2015
Mountain View, CA
<http://svaff.org>

14th Annual Florida Black Expo
October 24, 2015
Jacksonville, FL
www.blackexposouth.com

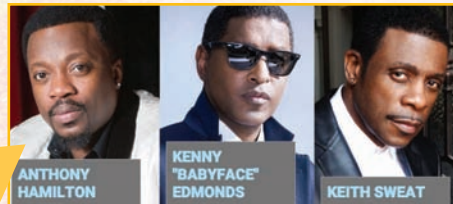
Atlanta Black Theatre Festival
October 8-11, 2015
Atlanta, GA
www.atlantabtf.org

Taste of Soul Festival
October 17, 2015
Los Angeles, CA
www.tasteofsoul.org

Blues Cruise
October 24-31, 2015
www.bluescruise.com

Daytona Beach Blues Festival
October 9-11, 2015
Daytona Beach, FL
www.daytonabluesfestival.com

Arizona Jazz Festival
October 23-25, 2015
Helena, AR
www.arizonajazzfestival.com



FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT WWW.BLACKPRWIRE.COM

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BPRW ALLIANCES

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



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