

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

February 2020



BPRW Share the Love All Month Long!

In recognition of Black History Month and Valentine's Day, your friends and colleagues at Black PR Wire invite you to #SharetheBPRWLove!

Simply use this hashtag all month long for 20% off all month long.

In addition, if you follow and like us on social media, and send us a shout out message that you #SharetheBPRWLove, you'll get 50% off your next release thru March 31, 2020.

At Black PR Wire, we LOVE working with you, our valued client, colleague and friend. Thank you for agreeing to #SharetheBPRWLove with us.

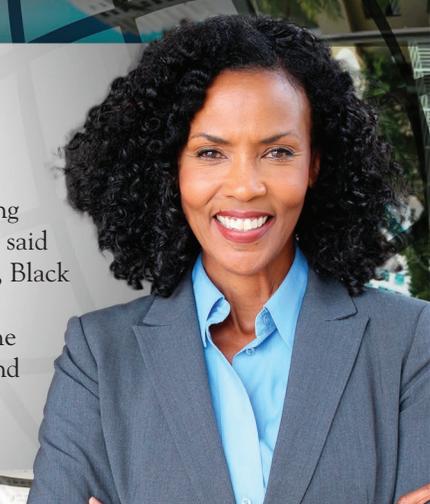
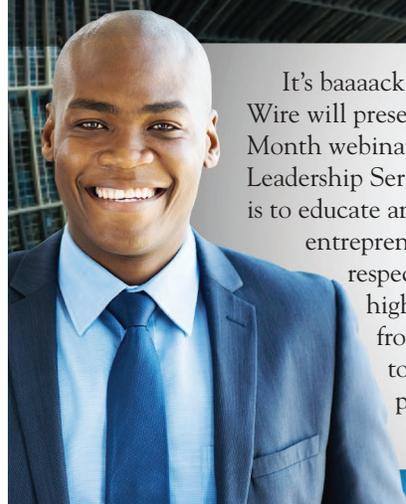


The Art of Marketing BHM Webinar set to sizzle!

It's baaaack! Black PR Wire and Business Wire will present their annual Black History Month webinar as a part of this year's Minority Leadership Series. The purpose of the webinar is to educate and inspire current and aspiring entrepreneurs to make history in their respective fields. The webinar will highlight powerful case studies from a cross-section of industries to illustrate this and will feature professionals from the corporate, non-profit or business sector.

"It is our hope that Industry professionals will present ideas and powerful case-studies on how to connect to black audiences, while keeping them engaged and believing in the authenticity of their brand," said Bernadette Morris, president/CEO, Black PR Wire.

Morris added that the title of the webinar will be announced soon and encourages everyone to stay tuned for more details.



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: BYRON ALLEN

alongside David Letterman and Jay Leno.

In 1993, the comedian, producer, media mogul, and philanthropist founded his Los Angeles-based global media company, Entertainment Studios. The company has additional offices in New York, Chicago, Atlanta, and Raleigh. Allen now owns one of the largest cable network portfolios in the industry, featuring ten, 24-hour HD television networks (THE WEATHER CHANNEL, COMEDY.TV, CARS.TV, ES.TV, JUSTICECENTRAL.TV, MYDESTINATION.TV, PETS.TV, RECIPE.TV, LOCAL NOW, and THE WEATHER CHANNEL EN ESPAÑOL). The company continues producing and distributing Emmy Award-winning and nominated shows,

while also selling advertising for 43 broadcast and cable television programs. Entertainment Studios has one of the largest libraries of family and advertiser-friendly lifestyle content in the world.

Further distinguishing Entertainment Studios is its status as the first African-American owned multi-platform media studio producing and distributing wide-release motion pictures and content for all platforms. In 2015, Allen purchased Freestyle Releasing, now called Entertainment Studios Motion Pictures, a full-service theatrical movie distribution company. Entertainment Studios Motion Pictures released 2017's highest-grossing independent movie, the shark thriller 47 METERS DOWN. In 2018, Entertainment Studios Motion Pictures released the critically-acclaimed and commercially successful Western HOSTILES and the historic mystery-thriller CHAPPAQUIDDICK. The digital distribution unit of Entertainment Studios Motion Pictures, Freestyle Digital Media, is a premiere multi-platform distributor with direct partnerships across all major cable, digital and streaming platforms. Capitalizing on a robust infrastructure, proven track record and a veteran sales team, Freestyle Digital Media is a true home for independent films.

In 2016, Entertainment Studios purchased TheGrio, a digital, video-centric news platform devoted to providing

compelling entertainment, news and lifestyle content for African-Americans. TheGrio features aggregated and original video packages, news articles, and blogs on topics that include breaking news, politics, health, business, and entertainment and remains focused on curating engaging digital content and currently has more than 20 million annual visitors.

Also, in late Q4, 2019, Allen's technical wizards began rolling out LOCAL NOW, Entertainment Studios' STREAMING APP. This OTT and MOBILE APP will build revenue streams fed from across Byron Allen's many content business lines, building stronger engagement with a wider field of audience demographics. Local Now is powered by The Weather Channel technology which was a defining factor that attracted Allen and his executive team as they acquired the 36-year old, all-American brand in spring of 2018.

By the second quarter of the new decade, Allen Media Broadcasting will add 11 TV stations to its line up, when Byron Allen completes his acquisition of USA TELEVISION. Byron Allen was inducted into Broadcasting and Cable's, BROADCAST HALL of FAME in late October 2019.

Sources: www.entertainmentstudios.com; www.imdb.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 in Black communities throughout the country this month.

Gullah Celebration

1/29/20-2/28/20
Hilton Head, SC
www.gullahcelebration.com



Bronner Brothers Hair Show

2/8/20-2/10/20
Atlanta, GA
www.bronnerbros.com



Harlem Fine Arts Show

2/13/20-02/16/20
Harlem, NY
hhfas.org



Franklin McCain: Flashbacks and Observations from A Civil Rights Trailblazer

2/5/20
Charlotte, NC
www.gantcenter.org



Pan African Film and Art Festival

2/11/20-2/23/20
Los Angeles, CA
www.paff.org



Annual Cultural Awareness

2/14/20-2/16/20
Dallas, TX
www.dbdtd.com



Univ ersoul Circus

2/06/20-2/23/20
Miramar, FL
www.universoulcircus.com



Bay Area Black Comedy Competition

2/13/20-02/16/20
Oakland, CA
www.BlackComedyCompetition.com



NBA All Star Weekend

2/14/20-02/16/20
Chicago, IL
www.nba.com



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

BPRW ALLIANCES

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

