

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

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December is National Stress-Free Family Holidays Month!

The holidays are a time for celebration, unity, and love, but let's be honest — they can also bring a fair share of stress. Between busy schedules, financial pressures, navigating complex family dynamics, and trying to keep up with the demands of the season, even the most prepared can end up feeling overwhelmed. National Stress-Free Family Holidays month is a reminder to step back, slow down, and focus on what truly matters.

Here are a few tips to help keep the holiday joyful and stress-free:

- 1. Focus on What Matters Most:** Choose activities and gatherings that bring you and your loved ones the most joy.



'Tis the Season for Peace and Joy!

Give the Gift of
Knowledge and Inspiration
with **Thrivin' in Color**



With the holiday season in full swing, we reflect on the gift that keeps on giving – **audio information**. Audio information such as podcasts like **Thrivin' in Color**, keeps our community in the loop on topics valuable to us, right at our fingertips. As we celebrate the gift of knowledge and inspiration, we're reflecting on the incredible conversation and insights shared on Thrivin' in Color.

Our podcast has been dedicated to amplifying diverse voices, exploring meaningful topics such as:

- **Mental health** – Exploring self-care and navigating mental health with expert advice from licensed therapists.
- **Black entrepreneurship** – Inspirational stories from Black founders and business owners on achieving success and overcoming obstacles.
- **Social activism and personal development** – Thought-provoking conversations with advocates on positive change and motivational guidance from leaders on setting goals and empowerment.



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



Gregory Perkins
CEO of African American Expressions

Inspired by his dedication to God and deep commitment to family, **Gregory Perkins** began **African American Expressions** in a **small shop in Sacramento, California in 1991**. Having no formal education beyond a high school diploma, Perkins lovingly refers to the B.A. he received when he became “Born Again”.

African American Expressions, now the largest black-owned greeting card company in America, began as a single product company selling ethnically sensitive Christmas cards in three designs. Perkins’ persistence was fueled by his childhood

experiences watching his father run the family restaurant and nightclub business in Niagara Falls, New York. Today, African American Expressions sells over **2,500,000 cards annually** with over 500 original designs. This multimillion-dollar operation has expanded to include many other inspirational gifts such as calendars, handcrafted figurines, journals, mugs, magnets, bookmarks, Christmas decorations and more.

The company rapidly expands its market share through the distribution channels of thousands of retailers and wholesalers throughout the country and around the world.



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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.

CALENDAR OF EVENTS

<p>1</p> <p>WORLD AIDS DAY: BLACK WOMEN & HIV: A CRITICAL CONVERSATION</p>	<p>5</p> <p>THE ROOT 100</p>	<p>7</p> <p>15TH KWANZAA MARKET FESTIVAL 2024: CELEBRATING COMMUNITY & CULTURE</p>	<p>8</p> <p>STRUTS: A DRIVE-IN FASHION SHOW BLACK GOLD MIAMI ART BASEL EDITION</p>	<p>10</p> <p>WALKING WHILE BLACK: L.O.V.E. IS THE ANSWER FILM SCREENING & DISCUSSION</p>
<p>12</p> <p>100 BLACK MEN OF LOS ANGELES HOLIDAY SOIREE & FUNDRAISER</p>	<p>13</p> <p>BLACK NATIVITY 2024</p>	<p>13 – 15</p> <p>ROLLING LOUD FESTIVAL 2024</p>	<p>14</p> <p>BLACK SANTA CHRISTMAS 2024</p>	<p>18</p> <p>JENNIFER HUDSON'S THE GIFT OF LOVE: AN INTIMATE LIVE EXPERIENCE</p>

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

OUR TEAM

Bernadette A. Morris
President/CEO
bmorris@blackprwire.com

Ricardo F. Reyes
AVP/Creative Director
reyes@blackprwire.com

Tanisha Coleman
Senior AE & Marketing Director
tcoleman@blackprwire.com

Luisa Martinez
AVP/Comms Director
lmartinez@sonshine.com

Camry Brown
AE & Newsroom Manager
cbrown@blackprwire.com

Camille S. Daly
Multimedia Designer
cdaly@sonshine.com



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@BLACKPRWIRE



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