



THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

MARCH 2025



Happy Women's History Month!

Women's History Month is a time to honor the trailblazing women who paved the way and those who continue to break barriers and set new standards every day. This year's theme, *"Moving Forward Together! Women Educating & Inspiring Generations,"* celebrates the power of collective progress. Women are not only shaping history, but also empowering others through education, mentorship, and leadership, ensuring that the next generation is equipped to reach even greater heights.



Across the country, thousands of organizations are working tirelessly to uplift and support women and girls, providing them with the tools, resources and encouragement they need to thrive.



"Plugged In" Webinar Empowers Black Brands

During Black History Month, **Black PR Wire** in partnership with **Business Wire** hosted its annual webinar with this year's theme being "Plugged In: Communications Tools for Black Brands." This dynamic online event brought together a diverse audience eager to gain valuable insights into effective communication strategies for Black-owned businesses.

- **Leveraging** social media and digital platforms for maximum impact.
- **Building** strong relationships with media and influencers.
- **Crafting** compelling brand messages and stories.

Our expert panelists, (pictured below) Dexter Bridgeman, Andre Kay, Nicole Kirby, Candice Nicole, and Danesha Smith, shared powerful insights on authenticity, brand awareness, audience engagement and more.

The webinar covered a wide range of key topics, including:



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!"

Muhga Eltigani

Founder,
NaturAll Club



Power Profiler

Muhga Eltigani, a Sudanese and Black Muslim entrepreneur, is an industry trailblazer in the natural hair care industry. She founded **NaturAll Club**, her **multi-million-dollar hair company**, after several years of struggling with her own natural hair journey.

For years, Muhga used products that left her hair dry, damaged, and dull and decided to chop off her hair and start over. For six months, she committed to using only **natural ingredients** on her hair—foods from her fridge and the grocery store with names she recognized, like avocados, olive oil, coconut, baking

soda, and even eggs. She found support through an online community of women like her, sharing recipes and ingredients on YouTube.

After six months, Muhga was amazed not just by the inches of hair growth, but how soft, moisturized, and healthy her hair had become. Her community transitioned from giving her advice, to asking her advice. Seeing the need in her community for fresh products, Muhga decided to share her recipes. NaturAll was born and the rest is history. NaturAll Club's product line, which includes a range of deep conditioners, styling products and hair oils, is available in Walmart stores across the United States.



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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>5 - 7</p> <p>A DREAM DEFERRED™ 2025: THE FUTURE OF AFRICAN AMERICAN EDUCATION</p>	<p>5 - 9</p> <p>NATIONAL SOCIETY OF BLACK ENGINEERS CONVENTION</p>	<p>8 - 9</p> <p>JAZZ IN THE GARDENS FESTIVAL</p>	<p>8</p> <p>2025 BLACK MALE EDUCATOR SUMMIT</p>	<p>12</p> <p>WOMEN'S HISTORY MONTH LUNCHEON</p>
<p>15</p> <p>22ND ANNUAL DC/MARYLAND BLACK COLLEGE EXPO™</p>	<p>15</p> <p>FLORIDA AIDS WALK & MUSIC FESTIVAL</p>	<p>20</p> <p>UNIVERSOUL CIRCUS</p>	<p>24 - 25</p> <p>BLACK WOMEN AND PUBLIC POLICY IN THE SOUTH SYMPOSIUM</p>	<p>29</p> <p>2025 ANNUAL WOMEN'S HISTORY MONTH WIN PHENOMENAL WOMEN'S EVENT</p>

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:



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