

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

February 2014

BLACK PR WIRE CEO TO MAKE PRESENTATION TO BLACK PUBLIC RELATIONS SOCIETY OF SOUTH FLORIDA



Bernadette Morris, president/CEO of Black PR Wire, Inc., will kick-off **Black History Month** by making history. Morris will speak during the **National Black Public Relations Society-South Florida Chapter's** monthly meeting and networking event, scheduled for **February 1, 2014**.

Morris, a Communications trailblazer, will share her tips and tools of the trade on the "Art of Winning and Retaining Clients." A 20-year veteran in the industry, Morris is also president and CEO of **Sonshine Communications**,

a leading African-American public relations, marketing and advertising agency.

Morris' presentation will provide great advice for PR and marketing practitioners on how to influence clients and build key business relationships.

The National Black Public Relations Society-South Florida Chapter meets the first Saturday of every month. Organized in 2013 by communications professionals in Miami-Dade, Broward

and Palm Beach counties, NBPRS-SF has quickly established itself as a valuable asset for its members; those gainfully employed, as well as those looking for quality jobs in the PR & marketing fields.

The Chapter was recently selected to host the National Black Public Relations Society National Conference, November 6-8, 2014.

For more information and further details, stay tuned to www.BlackPRWire.com.

Business Wire and Black PR Wire to Host Joint Webinar During Black History Month

Business Wire and **Black PR Wire** will host/present their annual Black History Month webinar as a part of this year's **Minority Leadership Series**. The webinar is entitled "Social Strategies for Your Small Business" and is set for **February 11th**. The event is free and open to the public and will be heavily promoted by **Business Wire** and **Black PR Wire**.

"The purpose of the webinar is to help small businesses understand the importance of social media and the

role it plays in helping a company to compete, grow and survive," said **Bernadette Morris**, president/CEO of **Black PR Wire** and Co-presenter/Moderator of the webinar.

As is tradition, a dynamic panel will share insights on how social media has been beneficial to their growth and provide insight on how to navigate the social media landscape.

For more information and further details, stay tuned to www.BlackPRWire.com.



Black PR Wire to Offer Special Promotions for BLACK HISTORY MONTH

Happy Black History Month from your Black PR Wire family. Black History Month is a yearly commemoration and it's a cause for celebration!

In celebration of Black History Month, **Black PR Wire** is offering an exclusive opportunity for **Black History Month**. All throughout the month of **February**, **Black PR Wire** will offer a special discount to any PR firm who distributes a press release through us. The special rate is only **\$150** for a press release of 400 words or less.

To officially thank you for your business, each client that distributes a release through **Black PR Wire** will receive a **FREE** commemorative calendar for the year. This one-of-a-kind calendar salutes Black publishers across the country and is a great resource to have.

This special offer ends February 28th, so take advantage of this great deal NOW.

For more information and further details, call us toll-free 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: NATIONAL BLACK HIV/AIDS AWARENESS DAY

The National Black HIV/AIDS Awareness Day (NBHAAD) observance was first launched in 1999 as an effort of five national organizations and funded by the Centers for Disease Control and Prevention (CDC). Since then, NBHAAD is annually recognized on February 7th as a day when celebrities, faith leaders, elected officials, community activists and local citizens stand together in unity to fight HIV/AIDS.

FEBRUARY 7TH IS



NATIONAL BLACK HIV/AIDS AWARENESS DAY

status, getting treated if HIV-positive, and getting involved in the issue. Activities such as press conferences, community forums, church services, community marches and rallies, and free HIV/AIDS testing, counseling and referrals will take place throughout the nation. In addition, NBHAAD organizers have obtained a diverse lineup of public figures to lend their public advocacy and serve as spokespersons for the event,

HIV/AIDS has been especially devastating to the black community. According to CDC estimates, blacks make up 14 percent of the U.S. population but accounted for nearly half of all new HIV/AIDS infections in 2010, a rate eight times higher than that of whites. HIV infections within the black community are most prevalent among gay and bisexual men, followed by heterosexual

women. With that reality in mind, this year's NBHAAD campaign theme is "I Am My Brother's and Sister's Keeper. Fight HIV/AIDS!"

NBHAAD events focus on national and local community mobilization to encourage action in four key areas: getting educated about the disease, getting tested and knowing one's HIV

including political commentator Jeff Johnson, Congresswoman Barbara Lee, actress Sheryl Lee Ralph and the Rev. Al Sharpton.

For more information about NBHAAD events in your city or to find out how you can host your own event, visit the official website at www.nationalblackaidsday.org.

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 in the month of February.

Booklovers' Breakfast 2014
Featuring **John Lewis**
February 1, 2014
Baltimore Marriott
Waterfront Hotel
700 Aliceanna Street
Baltimore, MD
[prattlibrary.thankyou4caring.org/
booklovers-breakfast](http://prattlibrary.thankyou4caring.org/booklovers-breakfast)

The Griot's Eye Youth Film & Culture Festival
February 1, 2014
Reginald F. Lewis
Museum of African American History & Culture
830 E. Pratt Street
Baltimore, MD 21202
www.rflewismuseum.org/node/12089

"Step Your Game Up" Scholarship Step Show 2014
February 1, 2014
GW University -Lisner Auditorium
730 21st Street, NW
Washington, DC
www.lisner.gwu.edu/17th-annual-step-your-game-scholarship-step-show

Chocolate Lovers Festival 2014
February 1-2, 2014
Various locations in
Fairfax, VA
www.chocolatefestival.net

Black Heritage Festival
February 8, 2014
James Lee Community Center
Falls Church, VA

15th Annual Black College Expo
February 8, 2014
SE Homeschool EXPO
Booth 2011, Cobb
Galleria Centre
Atlanta, GA

Black History Month Parade
February 22, 2014
Sweet Auburn Historic District:
Martin Luther King Jr.
National Historic Site
Atlanta, GA
www.blackhistorymonthparade.com/

GospelFest 2014
February 28, 2014
San Joaquin Delta College
Stockton, CA

For a complete listing of events, please visit www.blackprwire.com

OUR TEAM

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BPRW ALLIANCES

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

