

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

February 2017



## Save the Date: Black PR Wire and Business Wire to Host Joint Webinar for Black History Month

In recognition of Black History Month and in celebration of their continued partnership, **Business Wire** and **Black PR Wire** will host a joint webinar on **February 21, 2017** at **1 p.m. ET**. Topics on the impact and effectiveness of social media in today's society will be discussed.

As in tradition, a dynamic panel will share insights on how social media has changed the way we receive and share information and how businesses, individuals and movements have benefited from this ever emerging landscape.

For more information and further details, stay tuned to [www.BlackPRWire.com](http://www.BlackPRWire.com).

## The Power of the Black Dollar

There's power in the Black dollar! According to the University of Georgia's Selig Center for Economic Growth, Black buying power is expected to reach \$1.4 trillion by 2020. This is about 275 percent growth since 1990, when black buying power was \$320 billion.

The growth in Black buying power results from both an increase in the number of black-owned businesses as well as from the increase in education among the African-American population, which leads to higher incomes. Studies



show that African-Americans will continue to be significant consumers and heavy influencers of goods and services purchased in the United States.

So what does this mean for African American consumers? Given this information, many organizations are encouraging African Americans to support and patronize Black-owned business and those brands that are in sync with our interests, values and aspirations. By supporting black-owned business, profits from our spending help the community where we live!

## February 7th Marks National Black HIV/AIDS Awareness Day

National Black HIV/AIDS Awareness Day (NBHAAD) will be held on Tuesday, February 7, 2017. The NBHAAD initiative leverages a national platform to educate, bring awareness, and mobilize the African American community.

According to the CDC, African Americans have a disproportionate burden of HIV and AIDS compared to other racial/ethnic groups in the United States. While blacks represent approximately 12% of the US population, they account for more new HIV diagnoses (44%) and people living with HIV (41%) than any other



racial/ethnic group.

National Black HIV/AIDS Awareness Day aims to promote HIV education, testing, community involvement, and treatment in black communities. This year's theme is "I am my Brother/Sister's Keeper: Fight HIV/AIDS." Individuals are encouraged to educate themselves and others, find a local testing center, get tested, and avoid becoming statistic.

For more information on National Black HIV/AIDS Awareness Day, visit [www.blackaidsday.org](http://www.blackaidsday.org).



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](http://WWW.BLACKPRWIRE.COM).

"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"

## POWER PROFILER: ELAINE WELTEROTH, EDITOR-IN-CHIEF, TEEN VOGUE

Elaine Welteroth, 29, is the Editor-in-Chief of Teen Vogue. Welteroth is the youngest person to be appointed to the title of editor-in-chief of a Condé Nast publication. She is also only the second African-American to ever hold the title in the company's 107 year existence.

Prior to being named Editor-in-Chief, Welteroth served as Teen Vogue's first African American beauty director. In her role, she oversaw all beauty content across the brand's print, digital and social platforms, reaching a collective audience of over 13 million monthly.

Before joining the Teen Vogue



team, Welteroth held senior roles at Glamour and Ebony and studied Communications and Journalism at California State University, Sacramento before moving to New York City to pursue a career in publishing.

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And now through February 28th, we're offering a **10% discount** when you use our online service. Just type in the **discount code BPRWBHM** to activate this special offer at check out.

Too busy to do the paperwork? Then send your release to [newsroom@blackprwire.com](mailto:newsroom@blackprwire.com), or give us a call **1-877-BLACKPR** and we'll do it for you.

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## 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.

**ART GALLERY OPENING: HARLEM RENAISSANCE**  
February 1, 2017  
Ft. Lauderdale, FL  
[www.ulbroward.org/black-celebration](http://www.ulbroward.org/black-celebration)



**THE KEEP THE PROMISE CONCERT & MARCH**  
February 7, 2017  
Miami, FL  
[www.usakeepthepromise.org](http://www.usakeepthepromise.org)



Yolanda Adams



Erica Campbell

**THE 70TH ANNIVERSARY BRONNER EXPERIENCE**  
February 11 – 13, 2017  
Atlanta, GA  
[www.bronnerbros.com](http://www.bronnerbros.com)

**TORONTO BLACK FILM FESTIVAL**  
February 15 – 19, 2017  
Toronto, ON  
[www.torontoblackfilm.com](http://www.torontoblackfilm.com)

**ANKARA MIAMI WEEK**  
February 16 – 19, 2017  
Miami, FL  
[www.ankaramiamiweek.com](http://www.ankaramiamiweek.com)



Photos Courtesy of Innovative Arts Photography

**4TH ANNUAL BLACK HERITAGE FESTIVAL**  
February 4, 2017  
Miami Gardens, FL  
[www.eventbrite.com/e/black-heritage-festival-tickets-31041231158](http://www.eventbrite.com/e/black-heritage-festival-tickets-31041231158)

**"LISTEN UP! AFRICAN AMERICAN HISTORY,"**  
February 4, 2017  
Dover, DE  
[www.news.delaware.gov](http://www.news.delaware.gov)

**SUPER BOWL LI**  
February 6, 2017  
Houston, TX  
[www.nfl.com/super-bowl](http://www.nfl.com/super-bowl)

**THE COMEDY GET DOWN**  
February 10, 2017  
Dallas, TX  
[ticketmaster.com](http://ticketmaster.com)

**33RD SALUTE TO GOSPEL MUSIC PROGRAM**  
February 11, 2017  
Waukegan, IL  
[www.jlcenter.clcillinois.edu](http://www.jlcenter.clcillinois.edu)

Eddie Griffin Cedric the Entertainer

### OUR TEAM

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FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT [WWW.BLACKPRWIRE.COM](http://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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