

# THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

Black  
PRWire

January 2024

## Get in Gear for the New Year!



**Happy New Year!** The Black PR Wire Team wishes this year brings you and your business endless possibilities and immense growth. The new year is the perfect time to outline new objectives, reaffirm commitment and embark on a revitalizing business journey.

New Year's resolutions aren't solely for individuals striving to exercise more or spend more time with family; businesses can reap benefits from setting year-long goals, too. Whether it's aiming to increase sales, reach a broader audience, implement new technologies, or refine customer service, each resolution pushes you one step closer to achieving excellence in your business or media outlet.

Business-oriented resolutions help identify areas of growth and opportunities for improvement, ensuring a progressive outlook. Take this time to craft a strategy for the new year, prioritize targets, and re-energize your teams. Remember, New Year's resolutions symbolize more than just aspirations; they mark the beginning of transformation and achievement.

Let's get in gear for a prosperous New Year!

## Happy MLK Day!



**Happy MLK Day!** January 15th is **Dr. Martin Luther King, Jr. Day** – a day to honor the legacy of this visionary civil rights leader and pay tribute to his remarkable life and contributions. MLK Day not only marks the birthday of this prominent leader, but it is a collective acknowledgment of the transformative journey he led during the civil rights movement. **Happy birthday, Dr. King! May your dream live on!**

## January is International Creativity Month

**It's International Creativity Month!** This month-long celebration encourages us to take a fresh approach to problem-solving and renew confidence in our creative capabilities. In honor of International Creativity Month, here are three tips to boost your creativity:

- Embrace curiosity**—explore new interests and ideas to fuel your imagination.
- Create a dedicated space for brainstorming**, allowing thoughts to flow freely without judgment.
- Give Your Brain a Refresh.** According to Dr. Robert Epstein, a research psychologist, stress and time constraints can kill your creative process. You can give your brain a break by going outside and enjoying the fresh air, being physically active, eating healthy snacks, and getting enough sleep.



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).

## Power Profiler: Fantasia Barrino



Fantasia Barrino (born Fantasia Monique Barrino on June 30, 1984 in High Point, North Carolina) is an R&B singer-songwriter, actress and author. Fantasia began singing at the age of 5, citing Aretha Franklin, Patti Labelle and Tina Turner as major influences.

While attending Andrews High School, Fantasia was sexually assaulted by a classmate. The embarrassment over the rape forced her to drop out. She moved to the neighboring Greensboro, and stayed there before trying out for the 2004 American Idol auditions in Atlanta. Fantasia quickly won over audiences and judges with her music talent. Her rendition of the song "Summertime" was called the best performance in the show's [then] history by Randy Jackson. Over 65 million votes were cast during the final tally, awarding Fantasia the victory.

After Idol, she signed to J Records and released her debut single, "I Believe," in June 2004. It went on to be the top selling single that year and was certified double platinum. Her debut album came in 2004, and went on to sell over two million copies worldwide. She continued to find success, releasing three more albums and winning the Grammy Award for Best Female R&B Vocal Performance in 2011.

Fantasia released her New York Times Best-Selling autobiography *Life is Not a Fairy Tale* (2005), which was adapted into the 2006 television film, which she starred in. She portrayed Celie Johnson in the Broadway musical *The Color Purple* from 2007 to 2008, which earned her a Theatre World Award, and was a special guest star in *After Midnight* in 2013. Fantasia



## JANUARY 2024

### CALENDAR OF EVENTS

**5-14**

TAMPA BAY BLACK HERITAGE FESTIVAL



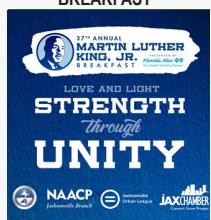
**7-31**

ZORA NEALE HURSTON FESTIVAL



**12**

37TH ANNUAL MARTIN LUTHER KING, JR. BREAKFAST



**13**

2024 MLK HOLIDAY DC 6TH ANNUAL PRAYER BREAKFAST



**15**

BILL PICKETT RODEO SERIES



**15**

MLK AWARDS BRUNCH



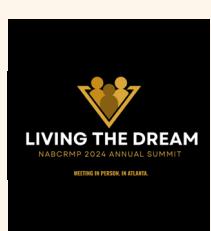
**20**

LIVE IN COLOR: THE ATTACK ON FUNK CITY



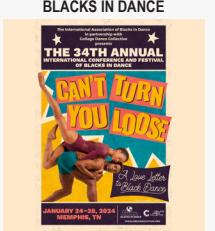
**24**

NABCRMP ANNUAL SUMMIT & AWARDS



**14-28**

34TH ANNUAL INTERNATIONAL CONFERENCE AND FESTIVAL OF BLACKS IN DANCE



**25-27**

27TH ANNUAL BLACK SOLIDARITY CONFERENCE AT YALE



### 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:

