

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.



Black PR Wire Celebrates Mothers



Happy Mother's Day! In recognition of Mother's Day, Black PR Wire celebrates all mothers and mother figures. Mothers are the backbone of every family. Mothers are their child's first teacher, therapist, cook, coach and so much more. Mothers are the first women that we all adore. Everything we know we owe to the matriarchs of our lives.

This Mother's Day, take time to honor your magnificent moms who have given and sacrificed so much for you. From cooking dinner or taking them out to their favorite restaurant for brunch, to buying them that special gift or taking them on a Mom-away, there are countless ways to show your mom the enormous gratitude and love that you feel for her on this special day. Black PR Wire celebrates moms and all that you do. **Happy Mother's Day to each and every one of you!**

Black PR Wire Celebrates National Small Business Month

Small business is BIG business! **National Small Business Month** is a time to recognize the amazing contributions of America's entrepreneurs and small business owners. Every day, these pioneers are working to grow small businesses, create 21st century jobs, drive innovation, and increase the visibility and awareness of their products and services.

Managing a successful small business requires patience and dedication. Here are some tips to help your small business do big business:

- Image is everything. Make sure that you have an effective marketing plan in place to take your business to the next level. This is the first step to becoming successful.
- Build on your strengths to attract diverse communities and leverage them into money-making opportunities.
- Make sure that you have a great team that supports your mission and vision and who work to carry it out with fine precision.
- Meet and exceed customer expectations all the time in order to shine.
- Always strive to be creative and think out-of-the-box. Come up with ideas that totally rock.
- Simplify your management process into a workable system that everyone can digest.
- Be willing to adapt and adjust to change. This may oftentimes require priorities and tasks to be rearranged.
- Embrace digital marketing as a valuable asset to those you are targeting.
- Make it a tradition of researching your competitors to keep an eye on the competition.
- Learn from others and try new things to open up new opportunities that your industry may bring.



**SMALL
BUSINESS**

★ **MONTH** ★



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: Dr. Holly Carter



Holly Carter is the **President and CEO of Relevé Entertainment**, leading one of the premier management, development and production companies for family and faith inspired content, artists and brands.

As a producer, Carter and Relevé consistently deliver high quality, “breakthrough” programming that engages and creates buzz among national audiences. Most recently, Carter developed and created Sheffields Real Estate for FYI network and Oxygen’s “Preachers Of...” franchise that now includes shows in Los Angeles, Detroit and Atlanta. Other recent television projects include “Fix My Choir” (Oxygen) and “The Sheards” (BET). Carter also created and executive produced BET’s “106 & Gospel,” and packaged and produced feature films “The Gospel”

(Rainforest Films/Sony Screen Gems), “In the Mix” (Lionsgate) and faith-based indie “A Beautiful Soul.”

As a management and brand development firm, Carter and Relevé provide full-service support to an impressive client roster that has included multi-hyphenate megastar Usher, Master P, and Akon, as well as current GRAMMY nominated artists Deitrick Haddon, Kierra Sheard and Michelle Williams. During her tenure, Carter has also helped nurture and grow the careers of top gospel talents including Kirk Franklin, Donnie McClurkin, Cece Winans, and Mary Mary, among many others.



CALENDAR OF EVENTS

MAY 2024

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.

OUR TEAM

<p>30 - 12 SAINT LUCIA JAZZ & ARTS FESTIVAL</p>	<p>3 UNIVERSOUL CIRCUS</p>	<p>3 - 4 BLACK ENTERTAINMENT CAREER SUMMIT</p>	<p>4 TAMAR BRAXTON</p>	<p>9 WHEN WE GATHER</p>
<p>11 - 12 SWEET AUBURN SPRINGFEST</p>	<p>17 - 19 BAYOU BON VIVANT</p>	<p>24 - 26 ORIGINAL GULLAH FESTIVAL CELEBRATION</p>	<p>25 - 27 ATLANTA JAZZ FESTIVAL</p>	<p>30 WHITNEY M. YOUNG, JR. AWARDS CEREMONY</p>

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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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