

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

October 2019

Black PR Wire Offers Opportunity for Self-Promotion

There's nothing like self-promotion. Promoting yourself, your business or your services is always a good thing. The idea behind Self-Promotion month is to enhance the idea that there's nothing wrong with being your own best promoter!

In celebration of Self-Promotion Month, Black PR Wire is offering an exclusive opportunity for those who take a notion to engage in a little self-promotion. All throughout the

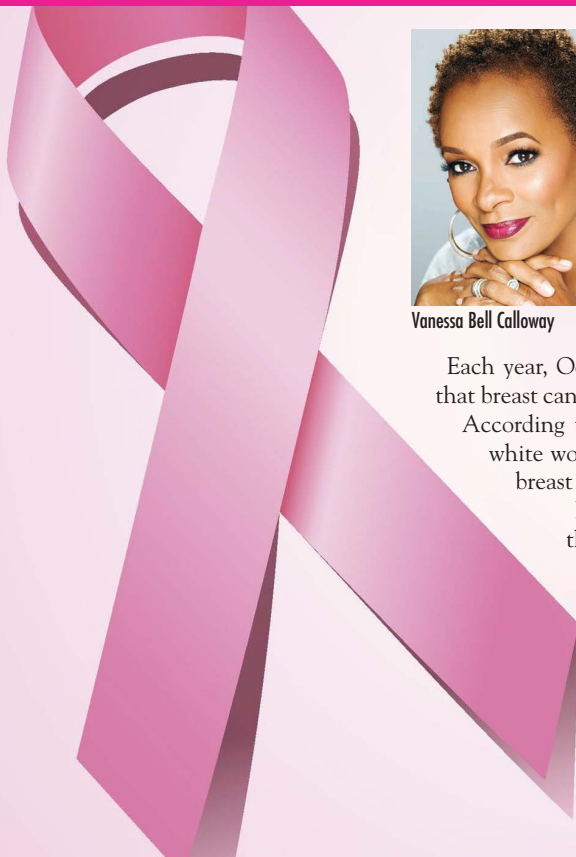
month of October, Black PR Wire will offer a special discount to anyone who distributes a press release through us. The special rate is only \$150 for a press release of 400 words or less.

Promote yourself and show and tell everyone what makes you great. This special offer ends October 31st, so take advantage of this great deal NOW.

For more information and further details, call us toll-free at 1-877-BLACKPR.



October is Breast Cancer Awareness Month



Vanessa Bell Calloway



Diahann Carroll



Patti Labelle



Robin Roberts



Wanda Sykes

Each year, October is recognized as Breast Cancer Awareness Month. Did you know that breast cancer is the most common cancer diagnosed in women in the United States? According to the Centers for Disease Control and Prevention, Black women and white women get breast cancer at about the same rate, but black women die from breast cancer at a higher rate than white women.

Fortunately, there have been numerous Black women who have survived this devastating disease. This includes Vanessa Bell Calloway, Diahann Carroll, Patti Labelle, Robin Roberts, Wanda Sykes, and Rene Syler, among others.

Needless to say, continued awareness, mammogram screenings and treatment is necessary. Public health agencies are working to make sure all women are screened for breast cancer as recommended, and those who are diagnosed with breast cancer can get the best treatments. They also are helping women reduce the risk factors that raise their chances of getting breast cancer.

If we want a world without breast cancer, ongoing education, awareness and treatment is the only answer.



Rene Syler



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: DENISE PINES



Denise Pines is a longtime community health advocate and media pioneer. She is currently responsible for strategic planning and business development for denise+pines inc., a brand strategy, media development, and event production firm. Pines launched her company in 2010 after an exclusive 15-year partnership with Tavis Smiley.

Pines previously served as President for The Smiley Group, Inc. She is best known for her work at The Smiley Group, a communications firm she started with Tavis Smiley in 1998. During her tenure, she increased the company's revenues by 20% annually since 2003. She helped launch Tavis Smiley on PBS (viewed in 96% of U.S. households), The Tavis Smiley Show (heard on 101 public radio stations), and produced over 130 events. Among these events, America I AM and the State of the Black Union garnered 956 million media impressions in 2009. She also helped to design the marketing strategy that put three books on the New York Times best-seller's list in one

year. The 2006 release of Covenant with Black America, which topped the charts at #1 for 13 weeks, served as the catalyst for Smiley's publishing imprint, SmileyBooks. To jumpstart the High Quality Speakers Bureau, Pines pulled in American intellectuals Cornel West and Henry Louis Gates Jr. Also, under her guidance, the Tavis Smiley Foundation provided leadership development opportunities for 6,000 youth across the country.

Prior to joining Smiley, she launched Pines One Publishing, an award-winning book and periodical company. Pines has held management positions in marketing, sales, and PR for The Gap, AT&T, Neiman Marcus, and Louis Vuitton. Pines has a bachelor of science degree in marketing from San Francisco State University, a master's degree in international business from John F. Kennedy University, and a master's degree in finance from Stanford University.

Source: http://triplesteptowardthecure.org/who_denise.php

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 this month.



Legends of Hip-Hop Tour

10/4/19
Cincinnati, OH
<https://thevoiceofblackcincinnati.com/african-american-events-cincinnati/>

Funktoberfest

10/4/19-10/5/19
Alexandria, LA
<https://www.funktoberfestcenla.com/>

Silicon Valley African Film Festival

10/4/19-10/6/19
San Jose, CA
<http://www.svaff.org/>

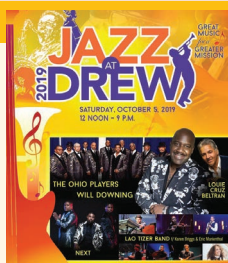


Barbara Mason, Brenton Woods, The Dramatics, The Manhattans & More

10/5/19
Los Angeles, CA
<https://www.eventbrite.com/e/barbara-mason-brenton-wood-the-dramatics-the-manhattans-the-intruders-tickets-62242575218?aff=ebapi>

Jazz at Drew

10/5/19
Los Angeles, CA
<https://www.eventbrite.com/e/2019-jazz-at-drew-tickets-64699452805>



2019 LAULYP Entertainment Summit: The Future of The Industry

10/5/19-10/6/19
Los Angeles, CA
<http://entsummit.lauly.com/#>



Trel Thomas



Tana Sessions



Sloan Whiteside



Paige Simpson

Anthony Hamilton

10/11/19
Birmingham, AL
<https://alabama.travel/festivals-and-events>



Vanessa Williams

10/11/19
Thousand Oaks, CA
https://www.civcartplaza.com/show_detail.php?id=666

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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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