

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

August 2020

August is National Black Business Month

Madam C.J. Walker once said "I had to make my own living and my own opportunity. But I made it! Don't sit down and wait for the opportunities to come. Get up and make them."

This quote rings true today in so many ways. Did you know that this month is National Black Business Month? It is a time to recognize black-owned businesses across the country and to highlight their important role in the community, as well as to the national economy.

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Fall Back on Black PR Wire

It's b-a-c-k! Fall is just around the corner. Many people may find themselves in financial binds, but understand the importance of continuing to promote their services and initiatives – even in challenging times. Black PR Wire invites you to fall back on us for extra savings! Throughout the month of August, Black PR Wire is offering a fall savings promotion for extra perks and benefits.

During this promotion, clients can receive an instant savings on press release distributions, postings, clippings, banner ads, and video placements for a limited time only. Clients who distribute any of these items through Black PR Wire will receive 20% off for a significant savings.

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All for Social Justice

The topic of social justice is a hot button and extremely important today. Black PR Wire is all for social justice – fair and impartial treatment of African Americans. Like mainstream America, we are entitled to our human rights, equality and opportunity.

The Congressional Black Caucus

Foundation has created the National Racial Equity Initiative for Social Justice in response to the historically unlevelled playing field for minorities, and the recent protests and police killings of unarmed African Americans. The National Racial Equity Initiative will place Social Justice Policy Fellows in the U.S. Congress for 12 months. It will

NATIONAL RACIAL EQUITY INITIATIVE FOR SOCIAL JUSTICE

Congressional Black Caucus FOUNDATION



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National Minority Donor Awareness Month Deserves Our Attention

August is the month of another key observance that deserves recognition and requires our attention: National Minority Donor Awareness Month. This observance is a collaborative effort by national organizations to save and improve the quality of life of diverse

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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:

MARVIN ELLISON, CEO, LOWE'S



Marvin Ellison has served as president and chief executive officer of Lowe's Companies, Inc., since July 2018, when he also joined Lowe's board of directors.

Marvin has more than 30 years of leadership and operational experience in the retail industry, including expertise in managing a large network of stores and employees, as well as global logistics networks. He most recently served as chairman and CEO of J.C. Penney Co., where he implemented a turnaround strategy that improved the company's balance sheet, increased store productivity, optimized operations and grew key categories.

He has extensive experience in the home improvement industry, having spent 12 years in senior-level operations roles with Home Depot Inc., where he served as executive vice president of U.S. stores from 2008 to 2014. At Home Depot, Marvin oversaw U.S. sales, operations, install services and pro strategic initiatives, dramatically improving customer service and efficiency across the organization to serve both do-it-



COVID-19 Update

Unfortunately, COVID-19 does not seem to want to go away. Every day seems to bring a new update with depressing news across the United States. COVID-19 cases are still on the rise and unfortunately, many people are losing their lives.

According to the Centers for Disease Control and Prevention, there are 3,882,167 total cases and 141,677 total deaths, as of July 22, 2020. The social impact of COVID-19 is also taking its toll and changes daily. Topics such as localized outbreaks, mandatory mask requirements, business and school closings/openings, potential vaccines, and impending shutdowns are ongoing topics of discussion.

COVID-19 affects different people in different ways.



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.

Let's Talk About Racism

Online Event
August 1, 2020
[eventbrite.com](https://www.eventbrite.com)



Grow Native, Not Wild!

Online Event
August 6, 2020
[eventbrite.com](https://www.eventbrite.com)



Fall 2020 Online Event Auditions

Online Auditions
August 14, 2020
[eventbrite.com](https://www.eventbrite.com)



Researching your South African Ancestors

Online Event
August 2, 2020
[eventbrite.com](https://www.eventbrite.com)



Cashflow Game Night

Online Event
August 7, 2020
[eventbrite.com](https://www.eventbrite.com)



Wisecrackin'-

Online Comedy Competition
August 14, 2020
[eventbrite.com](https://www.eventbrite.com)



How to implement successful networking in your online events & conferences

Online Event
August 4, 2020
[eventbrite.com](https://www.eventbrite.com)



Online Event: Learn to Meditate

Short Course
August 10, 2020
[eventbrite.com](https://www.eventbrite.com)



Reignite Virtual Summit

Virtual Summit
August 15, 2020
[eventbrite.com](https://www.eventbrite.com)



OUR TEAM

Bernadette A. Morris
President/CEO
bmorris@blackprwire.com

Ricardo F. Reyes
AVP/Creative Director
rreyes@blackprwire.com

Tanisha Coleman
Marketing Manager
tcoleman@blackprwire.com

Joe Ellick
Newsroom Editor and
National News Correspondent
jellick@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Senior Graphic Designer
ebrown@blackprwire.com

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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