

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

April 2017

April is National Minority Health Month



The theme for National Minority Health Month 2017 is Bridging Health Equity Across Communities. Throughout April, the U.S. Department of Health and Human Services' Office of Minority Health (OMH) joins with their partners in raising awareness about efforts across health, education, justice, housing, transportation and employment sectors to address the factors known as the social determinants of health. They include: environmental, social and economic conditions that impact health.

As African Americans, we are our own health champions. Now is the time to take care of, protect and cherish our health for wellness and longevity. According to Web MD, there are seven deadly diseases which strike African Americans more and harder than other groups:

1. **Diabetes** – It is 60% more common in black Americans than in white Americans.
2. **Asthma** – We are three times more likely to die of from it than white Americans.
3. **Scars** – Deaths from lung scarring – sarcoidosis – are 16 times more common among in us.



4. **Tobacco** – Black men are 50% more likely than white men to get lung cancer.

5. **Strokes** – It kills four times more for 35- to 54-year-old black Americans than white Americans.

6. **High Blood Pressure** – Nearly 42% of black men and more than 45% of black women aged 20 and up have it.

7. **Cancer** – Black men have a 40% higher cancer death rate than white men. Black women have a 20% higher cancer death rate than white women.

We know these are startling facts, but we are people of hope and want to showcase those who are health champions. Join us here at BPRW to showcase these champions who beat the odds and thrive! Share your story. Be sure to use #BPRWHealthChamp, so we can collect your info and post your news. Thanks and we look forward to your feedback and response.

Source Link: <http://www.webmd.com/hypertension-high-blood-pressure/features/why-7-deadly-diseases-strike-blacks-most>



Mother's Day Social Media Contest - "Expressions of Impression" #BPRWExpressions

Over the years, mothers have shared their infinite wisdom to us – providing invaluable advice that has stuck with us during the test of time. Celebrating Mother's Day is an ideal time to not only express our love for them, but to share their endearing wisdom, lessons of advice, and expressions of impression which can hopefully serve as a blessing to others. May is not only the recognition month for Mother's Day, however. May is also considered National Photo Month – a time to take and share those camera ready images and selfies. In recognition of these two May observances, Black PR Wire and Women Grow Strong have once again partnered up to launch a social media contest that combines both elements. The contest, entitled "Expressions of Impression" challenges contestants to share a message from their beloved mother and caregiver.

Here's what you do ... Send us your most impressionable quote or expression from your mom or female caregiver, along with a photo of you two. You can post it on your site, and be sure to use the hashtag #BPRWExpressions; or send it to us via email: newsroom@blackprwire.com and we'll do the rest. Be sure to include your name, a phone number and email address so we can connect with you if you're a winner.

Who's Judging: All submissions are provided to BPRW of free will and at no cost to BPRW. In addition, they become property of BPRW and Women Grow Strong and will be posted on both websites and social media pages. Submissions will be voted on by the BPRW readers/subscribers. The entry with the most likes will be considered the winner. Special note: BPRW reserves the right to reject any submission provided if deems inappropriate.

What's In It For YOU: The winner of the Expressions of Impression social media contest will receive a gift card of \$150, as well as an interview and feature story on Black PR Wire. Second and third place prizes include \$50 gift cards and banner ad placements and features on Black PR Wire.

Get Busy: What are you waiting for? Enter Black PR Wire's "Expressions of Impression" social media contest and take your mom to her favorite restaurant for a special mother's day dinner celebration! Submit your entry early. We're accepting submission now through May 1, 2017. #BPRWExpressions

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: JEANETTE J. EPPS, PH.D. NASA Astronaut



Jeanette J. Epps was selected by the National Aeronautics and Space Administration (NASA) in 2009 as an astronaut. She has been assigned to her first spaceflight, Expedition 56/57, scheduled to launch in May 2018.

A graduate of LeMoyné College, Jeanette received a Bachelor of Science in Physics in 1992. She then went on to receive a Master of Science and Doctorate of Philosophy in Aerospace Engineering, University of Maryland, 1994 and 2000.

As a graduate student, Dr. Epps served as a NASA fellow and authored several journal and conference articles describing her research. After completing graduate school, Dr. Epps worked for Ford Motor Company where she received both a provisional patent and a U.S. patent for her research. After leaving Ford, she joined the Central Intelligence Agency (CIA) for

seven years working as a Technical Intelligence Officer before becoming an astronaut.

Dr. Epps was selected in July 2009 as 1 of 14 members of the 20th NASA astronaut class. Her astronaut training included scientific and technical briefings, intensive instruction in International Space Station systems, spacewalk training, robotics, T-38 flight training and wilderness survival training. After graduating Dr. Epps continued training by participating in NEEMO (NASA Extreme Environment Mission Operation), geologic studies in Hawaii, and language immersion in Moscow as well as continued training in EVA, robotics and T-38. While waiting for a mission assignment Dr. Epps served as a representative to the Generic Joint Operation Panel working on crew efficiency on the space station as well as other topics, served as a Crew Support Astronaut for two expeditions, and served as lead CAPCOM in mission control.

She has been assigned to serve as Flight Engineer for Expedition 56 and remain on board for Expedition 57, scheduled to launch in May 2018.

Source: National Aeronautics and Space Administration (NASA)

Spring Fling



Spring has sprung and the BPRW savings are in full bloom for a super sweet smelling deal. Be sure to log onto www.blackprwire.com and use the promo code BPRWSpringFling for 20% off of any online placement. But hurry, this offer ends April 30th.

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.

NATIONAL MINORITY HEALTH MONTH

April 1 – 30, 2017
Nationwide
www.minorityhealth.hhs.gov

BLACK PR WIRE'S SPRING FLING

April 1 – 30, 2017
Online Nationally
1-877-BLACKPR



BIG SEAN: I DECIDED TOUR
April 1, 2017
Detroit, MI
www.ticketmaster.com

GLADYS KNIGHT LIVE

April 2, 2017
Dallas, TX
www.attpac.org



FESTIVAL OF LAUGHS: MIKE EPPS, BRUCE BRUCE, SOMMORE, ARNEZ J

April 7, 2017
Atlanta, GA
www.ticketmaster.com



THE BLACK WOMEN'S EXPO
April 7 – 9, 2017
Chicago, IL
www.theblackwomensexpo.com

EGGSTRAVAGANZA EASTER EGG HUNT 2017

April 15, 2017
Atlanta, GA
www.atlanta.net



HAPPY EASTER
April 16, 2017

TAMPA CARIBBEAN CARNIVAL

April 22, 2017
Tampa, FL
www.carnivaltampa.com



KAYA FEST
April 22, 2017
Miami, FL
www.kayafestmiami.com

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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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