

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

April 2020

Black PR Wire Celebrates National Minority Health Month



Taking care of your health is a part of building your wealth! April is recognized as National Minority Health Month, a time to raise awareness about the health disparities that continue to affect racial and ethnic minorities, and the health care law's groundbreaking policies to reduce these disparities and achieve health equity.

National Minority Health Month awareness is key in the wake of the Coronavirus. According to the CDC, older adults and people who have severe underlying chronic medical conditions like heart or lung disease or diabetes seem to be at higher risk for developing more serious complications from the Coronavirus. The best way to prevent illness is to avoid being exposed to this virus.

National Health Month emphasizes the critical role of prevention in reducing health disparities. It is a call to action, a charge for all of us to unite towards a common goal of improving the health of our communities.



ACTIVE & HEALTHY | APRIL 2020

National Association of Black Social Workers Conference Takes Place April 14-18 in Detroit*



WASHINGTON, DC — The National Association of Black Social Workers (NABSW) is an invaluable organization which works to create a world in which people of African ancestry will live free from racial domination, economic exploitation, and cultural oppression. In collaboration with national, international, and other appropriate groups, the organization leverages its collective expertise to strategically develop the capacity of people of African ancestry to sustain and flourish.

Each year, the National Association of Black Social Workers holds its annual conference to celebrate its many years of advocacy in the interest, development and strengthening of the Black community. This year is no different. NABSW celebrates its 52nd Annual Conference from April 14-18, 2020 at the Detroit Marriott – Renaissance Center in Detroit, Michigan. This year's theme is "Ma'at: African-Centered Values as Practical Healing Tools."

Speakers include:



Cong. Brenda L. Lawrence
(D-MI.) 14th District
Opening Plenary Speaker
*Invited



Wekesa O. Madzimoyo
Co-Director of AYA Educational
Institute, "Master Teacher" Institute, "Master Teacher"
Harambee Speaker



Nkechi Taifa, Esq.
Criminal Justice
Reform Advocate
Luncheon Speaker

For more information, visit the National Association of Black Social Workers website at www.nabsw.org or call (202) 678-4570.

April is International Black Women's History Month

Did you know that April is **International Black Women's History Month**? Yes! We have a Women's History Month celebration just for us! In recognition of this special observance, **Black PR Wire** would like to salute African American pioneers who are making a phenomenal difference in their respective industries!



Allyson Felix – Allyson Felix is the most decorated Track & Field Olympian in history. A nine-time Olympic medalist. Six-time Olympic Champion. World Record Holder. She has won, a mind-blowing, twenty-five global medals at the Olympics and World Championships.



Rihanna – Rihanna has become the youngest solo artist to score 14 no. 1 singles on the billboard hot 100—the fastest to do so—and she's sold more than 54 million albums and 210 million tracks worldwide. Rihanna is the "best selling digital artist of all time... with more than 100 million gold & platinum song certifications"



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: MICHELLE E. BONDS, ACTING ASSOCIATE DIRECTOR FOR COMMUNICATION, CDC



Michelle E. Bonds, MBA, is the Acting Associate Director for Communication for the Centers for Disease Control and Prevention. She has nearly 30 years of experience in strategic communications, stakeholder engagement, employee communication,

national media relations, behavior change campaign development, and federal public affairs.

Bonds is also the Division Director for the Division of Public Affairs (DPA) where she oversees CDC's diverse public affairs portfolio, including media relations, digital communications and partnerships, community outreach, employee engagement, and the CDC David J. Sencer Museum.

Over the course of her 19 years with the CDC, Bonds has served in a variety of roles, leading teams that conduct executive communication, issues management, and campaigns, including the iconic and agency's largest and longest-running HIV/AIDS awareness campaign, America Responds to AIDS. She began her career in the CDC's Division of STD Prevention, serving as field staff in California and Maryland.

In addition to her federal service,

Bonds has extensive private-sector experience with health communication agencies managing health marketing and public relations portfolios focused on injury prevention, maternal health, HIV/AIDS and TB prevention and screening, and occupational health. In addition to her domestic portfolio, she led similar programs in Kenya, Tanzania, South Africa, Ethiopia, and Mexico. Bonds, a former broadcast journalist, also held positions in marketing and management positions at the Morehouse School of Medicine and IBM.

Bonds earned a bachelor's degree in journalism from the University of Texas and a Master of Business Administration (MBA) with a concentration on international business from Mercer University.

Source: www.cdc.gov

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and an eight-time Grammy award winner who also counts 14 billboard music awards among other countless music accolades. Aside from her musical achievements, Rihanna is a bona fide business woman with multiple entrepreneurial ventures.



Gabrielle Union – Gabrielle Union is an actress, voice artist, activist, and author. She is a dynamic actress who brings magic to both the small and big screen. Among her notable roles is her performance as the cheerleader opposite Kirsten Dunst in the film *Bring It On*, (2000). Union is best known for her performances in the romantic comedy films *The Brothers* (2001), *Deliver Us from Eva* (2003), *Daddy's Little Girls* (2007), *Think Like a Man* (2012) and *Think Like a Man Too* (2014). She also had starring roles in *Bad Boys II* (2003), *Cradle 2 the Grave* (2003), the critically acclaimed *Neo Ned* (2005), *Cadillac Records* (2008), and *Top Five* (2014), among others.

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.

Full Frame Documentary Film Festival

4/2/20-4/5/20
Durham, NC
www.fullframefest.org



04.02

San Francisco International Film Festival

4/8/20-4/21/20
San Francisco, CA
www.sffilm.org



04.08

National Forum for Black Public Administrators Forum

4/15/20-4/19/20
Austin, TX
www.nfbpa.org



04.15

Tony Roberts at the DC Improv

4/2/20-4/5/20
Washington, DC
www.washington.org



04.02

Brian McKnight

4/11/20
North Bethesda, MD
www.washington.org



04.11

Las Vegas City of Lights Jazz Festival

4/18/20-4/19/20
Las Vegas, NV
www.yourjazz.com



04.18

Bill Pickett Invitational Rodeo Tour

4/4/20
Memphis, TN
www.billpickettrodeo.com



04.04

National Association of Black Social Workers Conference

4/14/20-4/18/20
Detroit, MI
www.nabsw.org



04.14

New Orleans Jazz & Heritage Festival

4/23/20-5/3/20
New Orleans, LA
www.nojazzfest.com



04.23

FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT WWW.BLACKPRWIRE.COM

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BPRW ALLIANCES

Black PR Wire has several alliances and strategic partnerships with wire services and national organizations. They include:



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