

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.



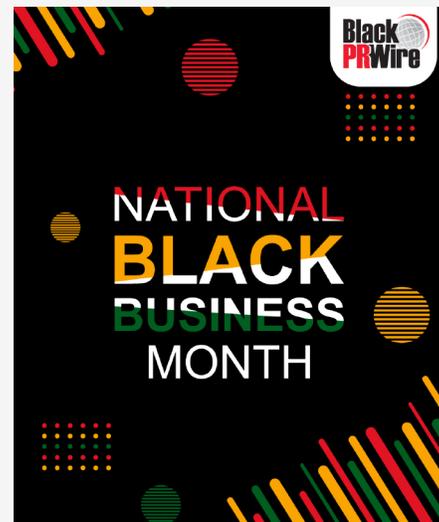
## August is National Black Business Month

Did you know that this month is National Black Business Month? It's the perfect time to recognize Black-owned businesses across the country and highlight their important role in the community and the national economy.

Black business owners account for about 10% of U.S. businesses and about 30% of all minority-owned businesses. Black Business Month is an opportunity to focus on black-owned businesses and help support and grow their representation in the nation's commercial landscape. If you are wondering how to contribute to it, you can start by supporting and encouraging black-owned businesses in your community.

**At Black PR Wire, we salute all the Black-owned businesses** across the nation and celebrate the Black go-getters, ceiling breakers, business owners and entrepreneurs.

"Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed." — Booker T. Washington



## Time to Hit the Books with the Write Stuff – BPRW's HBCU Writers Project



**It's back-to-school season!** The Black PR Wire team extends a heartfelt shout out to new and returning students everywhere, especially those attending Historically Black Colleges and Universities (HBCUs) nationwide.

Currently, there are 107 HBCUs serving more than 228,000 throughout the country. These schools operate both as public and private entities. HBCUs were established before the Civil Rights Act of 1964 to offer higher education to the African American population. HBCUs are a cornerstone of education for a diverse student population.

This Fall, Black PR Wire will re-launch its HBCU Writer's Project. This program provides the opportunity for students in the communications and journalism programs to submit articles to BPRW to be showcased and published. Participating students and colleges receive special prizes and gifts. For more details on the BPRW HBCU Writer's Project, contact Bernadette Morris, CEO of Black PR Wire at 1-877-BLACKPR.



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](http://WWW.BLACKPRWIRE.COM).

*"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"*

## Power Profiler: Alexiou Gibson



Alexiou Gibson is the epitome of a successful black business owner who has grown his company into a multi-million-dollar business. This makes it perfectly fitting that Black PR Wire profiles this consummate professional during Black Business Month.

Gibson is the CEO and Founder of The Transformation Factory (TTF), a Florida-based business that produces a line of flavored sea moss.

The Grand Bahama native appeared on the popular show, Shark Tank, and made an unforgettable impression. Shark Tank, of course, is the platform that allows entrepreneurs to present and pitch their business ideas to successful moguls in the hopes of scoring an investment in their concepts and ideas. Gibson was able to stand in front of powerful entrepreneurs such as Mark Cuban, Barbara Corcoran, Kevin O'Leary, Lori Greiner and guest "shark" Kevin Hart, and speak on their level.

In his pitch to the "sharks," Gibson said his company had \$3.5 million in sales in just 11 months into its formation, with a 35 percent profit margin. He explained that it was all direct to consumer and



100 percent online. Gibson's pitch worked and sold "sharks" Cuban and Hart - resulting in TTF receiving a \$600,000 Shark Tank deal. Scoring the Shark Tank deal was a big deal! This meant that after years of hard work and dedication, Gibson was well on his way to seeing his company's mission come to fruition.

Today, he is realizing his dream, but the backstory of Alexiou Gibson is just as impressive as his Shark Tank



## CALENDAR OF EVENTS

### AUGUST 2022

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.

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25TH NATIONAL SALES NETWORK CONFERENCE



5-7

THE VIRGINIA BLACK BUSINESS EXPO



5-13

20TH ANNUAL MARTHA'S VINEYARD AFRICAN-AMERICAN FILM FESTIVAL



6

JAMAICA 60TH ANNIVERSARY OLE TIME JAMAICA FAIR



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4TH ANNUAL WOMEN'S BUSINESS EXPO



20

INAUGURAL BLACK BUSINESS LEADERSHIP CONFERENCE



22-24

THE SIGNATURE C.E.O. CONFERENCE 2022



25

2ND ANNUAL CSRA BLACK BUSINESS SUMMIT



26-27

NORFOLK JAZZ FESTIVAL



27

NEPAS 2ND ANNUAL BLACK OWNED BUSINESS EXPO



FOR A COMPLETE LISTING OF EVENTS, PLEASE VISIT [WWW.BLACKPRWIRE.COM](http://WWW.BLACKPRWIRE.COM)

### BPRW ALLIANCES

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

They include:

