

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.



Black PR Wire Launches HERlarious MOMents Social Media Contest

Mothers are the backbone of every family. Mothers are their child's first teacher, therapist, cook, coach and so much more. Everything we know we owe to the matriarchs of our lives.

In honor of Mother's Day, Black PR Wire is launching a special Mother's Day Contest entitled "HERlarious MOMents." Both clients and loyal Thrivin' readers are eligible and invited to participate in our Mother's Day contest and share their mom's favorite HERlarious MOMents in this fun contest.

How do you enter? Simply write a 100 word or less pitch on #MyMOMisHERlarious by Monday, May 8th. You will also be required to follow BPRW on social media as a prerequisite to enter. The prize will be a VISA gift card that you can apply towards a nice gift for your mom.

For more information on Black PR Wire's Mother's Day Contest, please call us toll-free at 1-877-BLACKPR or visit www.blackprwire.com.



Haitian Heritage Month



May is recognized as **Haitian Heritage Month**, a time to celebrate Haitian origin's vibrant culture, rich history, and remarkable achievements. Haitian Americans have made significant contributions in different fields. From literature to the arts and activism, the Haitian American community has significantly impacted American culture.

At BPRW, we're excited to highlight the achievements of contemporary Haitian Americans who have achieved tremendous success and overcome numerous challenges to make a difference in their respective fields. Some of these newsmakers are: **Karine Jean-Pierre**, the White House Press Secretary who made

history as the second Black woman to conduct a briefing from the podium of the White House briefing room; **Sheila Cherfilus-McCormick**, the first Haitian American Democrat elected to Congress; **Wyclef Jean**, rapper, producer, and philanthropist whose dynamic, politically inflected rhymes and keen ear for hooks established him as a significant force in popular music; **Edwidge Danticat**, an award-winning and renowned author that has dedicated herself to highlighting the lives and challenges facing communities of color, including immigrants in America.

As we celebrate Haitian Heritage Month, we honor these and other Haitian American newsmakers who have broken



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: Ramona Hood



Ramona Hood is president and CEO of FedEx Custom Critical®, a leading North American transportation provider located in Green, Ohio. The company provides multiple transportation capabilities for expedite ground, temperature control shipments and industry-specific solutions.

Hood brings more than 30 years of FedEx experience to her role. She started her career at FedEx Custom Critical in 1991 in an entry-level position and worked her way up to hold various executive leadership positions at FedEx Custom Critical and FedEx Supply Chain.

Hood has been recognized for her excellence in thought leadership, responsibility and passion-driven results. Hood has been recognized on the Crain's Cleveland 2020 Power 150 list and by Business Insider as one of the 17 powerful women leading

top logistics companies in 2021. This year, she was appointed to the Brinker International Board of Directors for her deep experience in sales, operations, supply chain, marketing and talent management to promote growth and brand differentiation. Most recently, Ramona was appointed to the Knight Foundation Board of Trustees due to the impact she has made on the Akron-area community as a business leader.

Hood has played a critical role in maintaining the strategic vision of the business despite unexpected national and global crises. She led the organization through the COVID-19 pandemic, as well as the nationwide tensions regarding racial injustices, which culminated during her first few months as president and CEO of FedEx Custom Critical. She continues to lead with courage, conviction and purpose to position the organization for future growth. With a genuine interest in



MAY 2023

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.

CALENDAR OF EVENTS

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<p>5-7 BEALE STREET MUSIC FESTIVAL</p>	<p>5-14 ST. LUCIA JAZZ & ARTS FESTIVAL</p>	<p>13 CITY OF MIAMI GARDENS 20TH ANNIVERSARY CELEBRATION BRUNCH</p>	<p>19-21 BAYOU BON VIVANT</p>	<p>20 HBCU FESTIVAL PRESENTED BY TD BANK</p>
<p>20 NEW YORK STATE 49TH ANNUAL BETHUNE HEIGHT RECOGNITION PROGRAM</p>	<p>24-29 CANCUN JUMPOFF</p>	<p>26-28 UMOJA FESTIVAL</p>	<p>27-28 RIVERFRONT CULTURE FEST</p>	<p>27-29 ATLANTA JAZZ FESTIVAL</p>

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:

