

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

**Black PRWire**  
November 2023

## November is National Entrepreneurship Month

Entrepreneurship can be the gateway to success. Conceptualizing an idea and bringing it to life can reap the sweetest rewards. Although entrepreneurship means different things to different people, it typically involves turning an idea into a profitable business. Those who have been bitten by the entrepreneurial bug and have an entrepreneurial spirit can make a significant difference in their respective communities by creating a valuable product or service as well as helping to bolster the economy.

In recognition of National Entrepreneurship Month, Black PR Wire would like to share the following tips for entrepreneurial success:

1. Have faith in your abilities and always aim to please.
2. Learn from others' mistakes and come up with an idea that is great.
3. Work harder and smarter.
4. Develop a long-term marketing plan designed to garner your customers' attention spans.
5. Anticipate problems and ways to solve them.
6. Be patient, persistent and consistent.
7. Be willing to shift, rearrange and adapt to change.
8. Always yearn to learn.



## Thankful and Grateful



As we embrace the spirit of gratitude during National Gratitude Month and gear up to celebrate Thanksgiving, the Black PR Wire corporate team reflects on the many things we have to be grateful for. We want to thank our valued customers, media colleagues, associates, and friends for their continued support.

We also shine a light on the influential presence of Black-owned media, serving as trusted voices heralding the issues, trends, and triumphs of our community. According to NPR, Black-owned media represents approximately 4% of all U.S. media, standing as beacons of inspiration.

In addition, we are also thankful for the success and the thriving landscape of Black-owned businesses making significant contributions to the American economy. According to the U.S. Census Bureau, in 2020, there were an estimated 140,918 Black- or African American-owned businesses. Leading the way, dynamic states like Florida, California, and New York show the majority of Black or African American ownership, according to the Pew Research Center.

As we gather around the table, let's be thankful for the achievements of these thriving businesses and use their stories to inspire and aspire. May



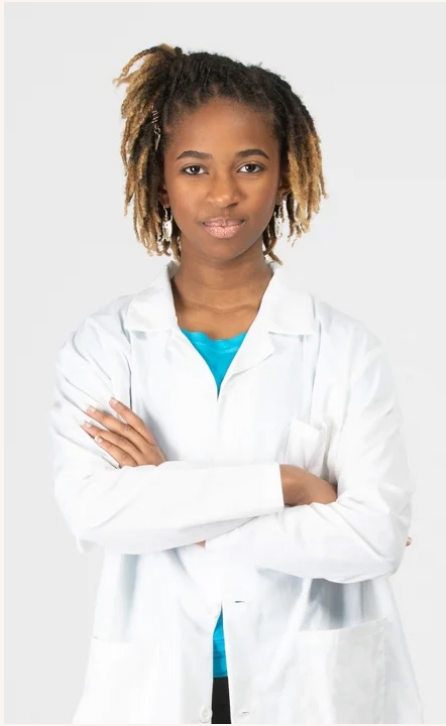
Black PR Wire, Inc. is a premier news distribution service center that delivers to the very core and pulse of the Black community. The company holds a comprehensive listing of over 1,200

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: Alena Analeigh McQuarter



Alena Analeigh McQuarter can be described as phenom, prodigy and whiz kid. Alena is truly in a class all by herself and embarked on her college journey at the age of 12. Currently a senior majoring in Biological Sciences Biomedical and a minor in Global Health, Alena is set to graduate with a Bachelor's degree in December 2023 and a Master's degree in May 2024.

At 13, Alena made history by becoming the youngest black person in U.S. history to gain acceptance into medical school.

Driven by audacious dreams, Alena holds the distinction of being the youngest girl of color to intern at NASA. She is also amplifying her voice by launching platforms such as The Brown STEM GirlTM, The Brown STEM Girl FoundationTM, and Braniac World MediaTM.

Through Brown STEM GirlTM, Alena has been honored with eight proclamations, designating April 30th as "Brown STEM GirlTM STEM in the City Day" to celebrate women of color in STEM. This day also aims to engage girls of color, aged 10 – 17, in STEM activities across the United States.

Alena's achievements are vast. She has been recognized as a 2022 Times Kid of the Year Top 20 Finalist, a 2022 Global Child Prodigy in the realm of science, and the HBCU STEM queen in association with Olay and Ebony Magazine. As a coveted brand collaborator, she has forged partnerships with organizations like Mattel and LEGO and serves as a Brand Ambassador for Keke Palmer's non-profit, Saving Our Daughters.



### CALENDAR OF EVENTS

## NOVEMBER 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.

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

They include:

