

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.



July 2024

It's National Black Family Month



July is **Black Family Month!** A special time for us to honor the strength, resilience and rich heritage of our families. The family is the backbone of society, playing a vital role in shaping communities and generations. It is within our families that we learn many things, such as values, life lessons, and build confidence and self-esteem. This month is the perfect time to strengthen family ties, support one another, and cultivate a sense of

belonging and pride. Whether it's cooking family recipes, going on a trip organizing a family reunion, enjoying a delicious barbecue, or having a storytelling session with our elders, let's make it a point to engage in activities that bring us closer.

Black Family Month is our time to affirm the enduring spirit of our families, celebrate our legacy, and inspire future generations to carry forward our traditions and purpose. Let's make this month a celebration of who we are and the love that binds us together.

Essence Festival

Ready to experience the **essence of love?** It's one of our favorite times of the year – time for the renowned and much anticipated 30th Essence Festival of Culture! Held over Fourth of July weekend at the Caesars Superdome and throughout downtown New Orleans, the

Essence Festival has evolved into the nation's premier showcase for contemporary African American music and culture. The three-day party combines high-octane music performances with inspirational speakers and provocative conversations about gender, race, culture and art.



July Observances

July brings two significant observances that honor freedom and resilience: **Independence Day** on July 4 and **Nelson Mandela International Day** on July 18.

Independence Day, commonly referred to as the **Fourth of July**, is a significant day in American history, as it marks the day the Declaration of Independence was adopted (July 4, 1776) and the United States became its own nation. This day is a time for us to come together and celebrate the birth of our nation, reflecting on the values of liberty and democracy that define us. It's a day filled with fireworks, parades, and family gatherings, reminding us of the sacrifices made for our freedom.

Later in the month, Nelson Mandela International Day commemorates the extraordinary legacy of Nelson Mandela, who devoted his life to the service of humanity. Mandela's unwavering commitment to justice, equality, and reconciliation continues to inspire us all. As Mandela wisely said, "It is easy to break down and destroy. The heroes are those who make peace and build." This day encourages us to take action and inspire change by making a positive impact in our communities, embodying the spirit of Madiba.



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: Alicia Keys

Alicia Keys is a 15-time **GRAMMY® Award**-winning artist, songwriter, actress, and **New York Times** bestselling author.

A classically trained pianist, Keys began composing songs by age 12 and was signed at 15 years old by **Columbia Records**. After disputes with the label, she signed with **Arista Records** and later released her debut album, **Songs in A Minor**, with **J Records** in 2001. The album was critically and commercially successful, selling over 12 million copies worldwide. It spawned the **Billboard Hot 100** number-one single **"Fallin"**, and earned Keys five Grammy Awards in 2002. Her second album, **The Diary of Alicia Keys** (2003), was also a critical and commercial success, selling



eight million copies worldwide, and produced the singles **"You Don't Know My Name"**, **"If I Ain't Got You"**, and **"Diary."** The album garnered her an additional four Grammy Awards.

In 2004, her duet **"My Boo"** with **Usher** became her second number-one single. Keys released her first live album, **Unplugged** (2005), and became the first woman to have an **MTV Unplugged** album debut at number one. Her third album, **As I Am** (2007), sold seven million copies worldwide and produced the **Hot 100** number-one single **"No One"**. In 2007, Keys made her film debut in the action-thriller film **Smokin' Aces**. She released the theme song to the James Bond film **Quantum of Solace** **"Another Way to Die"** with **Jack White**.



JULY 2024

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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ANNUAL 4TH OF JULY FAMILY DAY

4-7
ESSENCE FESTIVAL OF CULTURE

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BLACK WOMEN'S MENTAL HEALTH FORUM

10-14
NEWARK BLACK FILM FESTIVAL 2024

11-17
NAACP NATIONAL CONVENTION

14-20
REGGAE SUMFEST

20
GAINESVILLE BLACK BUSINESS EXPO

24-26
INTERNATIONAL HOTEL OWNERSHIP & INVESTMENT SUMMIT

25-28
NATIONAL DENTAL ASSOCIATION ANNUAL CONVENTION

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BLACK DATA PROCESSING ASSOCIATION CONVENTION

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