



THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

FEBRUARY 2025



Get “Plugged In” and Elevate Your Brand!

Mark your calendars! In celebration of **Black History Month**, **Black PR Wire** is excited to once again partner with **Business Wire** to host our annual webinar. This year’s theme, “**Plugged In: Communication Tools for Black Brands**,” is designed to empower Black-owned businesses and entrepreneurs to scale new heights. The virtual event will take place on **February 19, 2025, at 1 p.m. ET/10 a.m. PT.**

Featuring a dynamic panel of Black business leaders and innovators from diverse industries, the webinar will explore essential media and marketing strategies that support business expansion, increase brand awareness, and equip entrepreneurs to thrive in a competitive market.



Black PR Wire Salutes Black Businesses Making History

This Black History Month, **Black PR Wire** salutes all the Black businesses across the nation making history. From small startups to large enterprises, Black-owned businesses continue to shape the economy, create opportunities, and inspire our community.

an estimated **161,031 Black or African American-owned businesses** with **\$183.3 billion in annual receipts**, **1.4 million employees**, and about **\$53.6 billion in annual payroll.**



The resilience and innovation of Black entrepreneurs are deeply rooted in those trailblazers who came before us, overcoming barriers and creating pathways to success. According to the 2022 Annual Business Survey (ABS), there were



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!”

Robert F. Smith

Founder, Chairman and CEO,
Vista Equity Partners



Power Profiler

Robert F. Smith is Vista's Founder, Chairman and CEO. He directs Vista's investment strategy and decisions, governance and investor relations. Mr. Smith sits on the Investment Committees for Vista's Flagship, Foundation, Endeavor and Perennial Funds. He serves as a member of Vista's Executive Committee, the firm's governing and decision-making body for matters affecting its overall management and strategic direction, as well as the Private Equity Management Committee, the firm's decision-making body for matters affecting Vista's overall private equity

platform. Vista currently manages equity assets under management of over \$100 billion and oversees a portfolio of more than 85 enterprise software, data and technology-enabled companies that employ over 100,000 people worldwide. Since Vista's inception, Mr. Smith has supervised over 600 completed transactions representing more than \$320 billion in aggregate transaction value.

Born in Denver, Colorado, to two parents with Doctor of Education (EdD) degrees, Mr. Smith trained as an engineer at **Cornell University**, earning his B.S. in Chemical Engineering in 1985. Biomolecular Engineering.



FEBRUARY 2025

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

<p>1</p> <p>BLACK HISTORY MONTH CELEBRATION</p>	<p>4 - 17</p> <p>PAN AFRICAN FILM & ARTS FESTIVAL</p>	<p>7</p> <p>"AND STILL WE RISE" MUSIC AND POETRY THROUGH THE AFRICAN AMERICAN EXPERIENCE</p>	<p>8</p> <p>AFRO LEGACY FEST 2025</p>	<p>8</p> <p>THE 2025 BLACK BUSINESS GALA & BLACK HISTORY MONTH CONFERENCE</p>
<p>21</p> <p>THE 2025 BLACK HEALTH FAIR</p>	<p>22 - Mar. 1</p> <p>NATIONAL BROTHERHOOD OF SKIERS SOUL ON SNOW</p>	<p>22</p> <p>LACAAEA - 2025 BLACK HISTORY MONTH/ANNUAL BLACK-TIE GALA & FUNDRAISER</p>	<p>24 - 25</p> <p>UCBAC CONFERENCE 2025</p>	<p>27</p> <p>UNIVERSOUL CIRCUS</p>

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

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in BLACK PR WIRE, INC.

BPRW ALLIANCES

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

They include:



businesswire
A BERSHIRE HATHAWAY COMPANY



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