



THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

OCTOBER 2025

25
Black
PRWire
2000-2025

25 Years Bold: Amplifying Black Voices, Powering the Culture

It's hard to believe that **Black PR Wire** (BPRW) has - for a quarter-of-a-century - been at the forefront of providing news distribution, media monitoring, and cultural communications services to clients in a variety of industries. **Black PR Wire** serves to amplify Black voices, and is powering the culture.

It was in October 2000, that the company officially launched. I created it after discovering the mainstream news wire companies had but a fraction of the Black-owned media outlets across the nation. In reflecting on its legacy of purpose, I was determined to change that narrative and share the good news about the exceptional services, offerings and work that people of color were doing each and every day throughout the U.S., the Caribbean and beyond.

Throughout our 25-year history, **Black PR Wire** has established itself as a trustworthy and dependable source of Black news and information. The company's innovative approach to diverse communications has allowed customers to effectively reach and engage with various audiences throughout the United States and the Caribbean.

Some of our key and commemorative milestones include:

- **Thrivin' in Color**, BPRW's "off the charts" podcast that features interviews with remarkable sistas and brothas from across the country who are doing exceptional and extraordinary things in today's society. Thrivin' in Color takes us behind the scenes of their world, where we meet with them and pick up some golden nuggets for success. Thrivin' in Color podcast is available on Apple Podcasts, Spotify, and all of your favorite podcast platforms.
- **Thrivin'** - BPRW's award-winning monthly newsletter that highlights timely and relevant information to our communities. The digital publication is filled with fresh news and highlights of the month, and features a Power Profiler individual who is making a remarkable difference in the communities.
- **HBCU Writers Project** - This unique partnership provides the Historically Black Colleges and



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!"

Universities (HBCU) journalism students with the opportunity to showcase their writing skills on a national level.

- **Black Resource Directory** – The BPRW team developed this invaluable resource directory which offers a list of Black-owned businesses and services throughout the country.

As **Black PR Wire** sets our sites to focus on the Future of Progress, we will continue to build our well-established platform of services, and collaborate with our exceptional partners, including Business Wire, Sonshine Communications and many others, to

formulate a stronger and more cohesive partnership with brands and businesses in the U.S., the Caribbean and worldwide. In 2026, we are hosting an array of powerful “In the Black” webinars, with timely content ranging from business, to health and fitness, fashion, lifestyle and more.

We are elated to mark this 25th anniversary significant milestone. It’s truly a testament to the hard work and dedication of the fabulous team I get to work with each and every day, and the awesome clients and customers we serve as we Distribute the News that our media and communities can use.



Black PR Wire Recognizes Breast Cancer Awareness Month

October marks **Breast Cancer Awareness Month**, a time to remember those who have lost their lives, honor survivors, support those in treatment and highlight the importance of early detection. According to the [American Cancer Society](#), Black women have the highest death rate from breast cancer.



Black PR Wire Celebrates Global Diversity Awareness Month

Global Diversity Awareness Month is a time to celebrate and appreciate the rich variety of ethnicities, cultures, heritages, experiences, abilities and perspectives that shape our society and workplace. We live in a truly multicultural world. Diversity strengthens our understanding and appreciation of others.



Black PR Wire Observes World Mental Health Day

October 10 marks **World Mental Health Day**! Mental health is just as important as physical health, yet it’s often overlooked or misunderstood. You can prioritize your mental health by staying connected, being physically active, doing what brings you joy and seeking support from trusted friends, family or professionals. You are not alone. If you or someone you know is struggling or in crisis, free, confidential help is available 24/7. Call or text **988** or chat at [988lifeline.org](#).



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Bernadette Morris

President/CEO,
Black PR Wire, Inc.



Power Profiler

Bernadette Morris is the President/CEO of **Black PR Wire, Inc.**, a nationwide news distribution company serving the Black media throughout the U.S. and the Caribbean. Incorporated in 2000, **Black PR Wire** is celebrating its 25th Anniversary this year and is the nation's first and largest online Black newswire distribution company. With a comprehensive database and listing of over 1,500 Black (African American, Caribbean and Haitian) organizations and media, **Black PR Wire** posts and distributes print, audio, video, and creative news and information to Black media, influencers, faith-based groups and prominent community organizations throughout the U.S. and the Caribbean and is a powerful leader in

effective news delivery services.

A woman of many talents, Bernadette manages multiple companies. In addition to serving as president/CEO of **Black PR Wire**, she is also the president/CEO of **Sonshine Communications**, a full-service PR, marketing and advertising agency – one of the largest Black-owned PR agencies in Florida. Sonshine offers comprehensive services ranging from grassroots marketing and public relations to high tech marketing and analysis. The firm represents a cadre of clientele including federal and state government agencies, corporations and small businesses, non-profits, ministries, etc. Bernadette has over 30 years of professional experience in providing and delivering effective marketing, media, public and community outreach services.



OCTOBER 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.

OUR TEAM

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CALENDAR OF EVENTS

4 BLACK MALE REAL ESTATE EXPO 	6 - 12 2025 CHATTANOOGA HIP-HOP WEEK 	9 - 12 SILICON VALLEY AFRICAN FILM FESTIVAL 	15 - 17 BLACK MEN XCEL 2025 	15 - 19 HOLLYWOOD BLACK FILM FESTIVAL 
18 A TRIBUTE TO QUINCY JONES WITH SPECIAL GUESTS MS. LISA FISCHER AND JOSÉ JAMES 	18 TASTE OF SOUL FESTIVAL 	19 BLACK HERITAGE FESTIVAL 2025 	25 2025 LAS VEGAS HBCU CLASSIC 	27 - 31 AFROTECH CONFERENCE 

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:



businesswire
A BERKSHIRE HATHAWAY COMPANY



WOMEN
GROW
STRONG



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BLACK PR WIRE, INC.

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