

# THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

December 2013

## IN THE SPIRIT OF GIVING



Giving is a part of living. It's all about sharing, caring and doing unto others as you would have them do unto you. As the holiday season approaches, let's get in the spirit of giving and touch someone's heart with a special act of kindness. After all, nothing compares to the

warm feeling inside that you get after giving to someone in need.

Getting in the spirit of giving can be as simple as wishing someone "happy holidays," handing them a Christmas card, baking them a cookie or sweet treat, or handing them a special home made gift. It's not the size of the gift that you

give, but the thought behind it.

The holiday season is the perfect time for giving. So, as you celebrate and give gifts to loved ones, take the time to give back to others in need as well. They will definitely find comfort and consolation in your "spirit of giving."

### *Holiday Message From* BLACK PR WIRE

Merry Christmas and Happy Kwanzaa, too!  
This is our wish from Black PR Wire to you!  
Our hope for you this holiday...  
Is for joy and blessings to flow your way...

As you decorate the Christmas tree,  
And purchase gifts for friends/family...  
As you sing Christmas carols and songs,  
Cherish the moments all day long!

As you celebrate on Christmas morn,  
As you remember the day our awesome Christ was born,  
As you go to and from the shopping malls, plazas, and marts,  
May the spirit of Christmas abide in your heart.

As you exchange gifts and enjoy laughter and cheer,  
And as you gear up for another exciting year,  
We hope your season is filled with everything your heart desires!  
.... From all of us here at Black PR Wire!

Merry Christmas and Happy Kwanzaa, too!  
And thank you for the opportunity to serve you!

### CLIENT SPOTLIGHT: FLOWERS COMMUNICATIONS GROUP AT THE PR NEWS PLATINUM PR AWARDS



**Pictured L to R:** Rashada Whitehead, president/CEO, Flowers Communications Group, Michelle Thornhill, Senior Vice President, Strategy and Integration Manager, Wells Fargo and Valerie Williams, Assistant Vice President, Communications Consultant, Wells Fargo after receiving the 2013 PR News Platinum PR Award for Multicultural Campaign.

Flowers Communications Group, the PR agency supporting Wells Fargo's African American segment, and Wells Fargo were in attendance at the PR News Platinum PR Awards in New York City as Wells Fargo received top honors. Presented by the leading resource for PR professionals, the Platinum PR Awards sets the industry standard for excellence across all areas of PR. The coveted awards program attracts entrants representing agencies, corporations and nonprofits who truly understand the power of public relations. Wells Fargo's Red Tails campaign honoring the legacy of the Tuskegee Airmen was named a co-winner in the multicultural campaign category.



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: Annie R. Neasman, RN, MS, President/ CEO of the Jessie Trice Community Health Center



Celebrating more than 40 years in the health care service industry, Annie R. Neasman, RN, MS., is the President and Chief Executive

Officer of the Jessie Trice Community Health Center, Inc., (JTCHC) and President of the Jessie Trice Community Health Foundation, Inc. She is the former President of the National Black Nurses Association – Miami Chapter.

Under her leadership, the Jessie Trice Community Health Center continues to set trends and standards for primary care services in South Florida. A

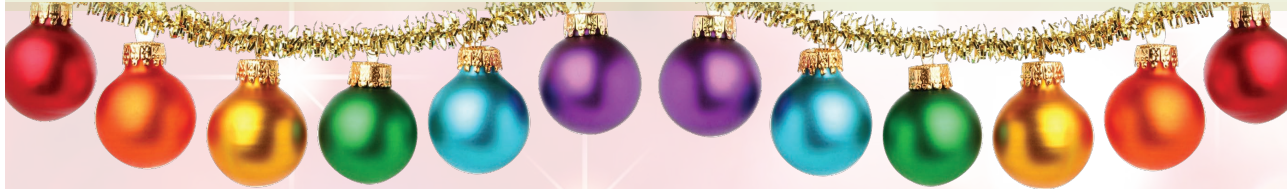
graduate of Florida A&M University School of Nursing, Ms. Neasman is the former Deputy Secretary of Health and former Chief Public Health Nurse of the Florida Department of Health, Tallahassee, Florida. Throughout her career, she has also served as the Executive Administrator of the Miami-Dade County Health Department. In addition to her professional experience, Ms. Neasman is well known on the state and

local levels for her commitment, passion and advocacy. She has and continues to help improve health care outcomes of underserved populations. A strong community activist, she is a member of Mount Hermon African Methodist Episcopal Church, Delta Sigma Theta Sorority, and the National Association of Community Health Organizations. She is also a proud mother and grandmother.

For more information about the Jessie Trice Community Health Center, Inc., visit [www.JTCHC.org](http://www.JTCHC.org)

### December Calendar of Events

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 in the month of December.



**New York African Diaspora International Film Festival**  
11/29/13 – 12/15/13  
New York, NY  
[www.nyadiff.org](http://www.nyadiff.org)

**World of Chocolate Holiday Event - World AIDS Day Fundraiser**  
12/06/13  
Chicago, IL  
[www.aidschicago.com](http://www.aidschicago.com)

**National Black Caucus of State Legislators 37th Annual Legislative Conference**  
12/11/13  
Memphis, TN  
[www.nbcsl.org/conference2013](http://www.nbcsl.org/conference2013)

**National Coalition of Black Meeting Planners' Annual Conference**  
12/04/13  
Philadelphia, PA  
[www.ncbmp.com](http://www.ncbmp.com)

**Bradenton Blues Festival**  
12/07/13  
Bradenton, FL  
[www.bradentonbluesfestival.org](http://www.bradentonbluesfestival.org)

**Black Nativity**  
12/13/13  
Boston, MA  
[www.blacknativity.org](http://www.blacknativity.org)

**The Wharton School African-American MBA Association Whitney M. Young Jr. Conference**  
12/06/13  
Philadelphia, PA  
[www.wmyconference.com](http://www.wmyconference.com)

**Miami Dade Chamber of Commerce 8th Annual Holiday Gala**  
12/07/13  
Miami, FL  
[www.m-dcc.org/events/m-dcc-8th-annual-holiday-gala-year-snake](http://www.m-dcc.org/events/m-dcc-8th-annual-holiday-gala-year-snake)

**Kwanzaa**  
Begins 12/26; 7-day festival  
Cities across America  
[www.soulofamerica.com/kwanzaa-celebrations.phtml](http://www.soulofamerica.com/kwanzaa-celebrations.phtml)

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