

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

December 2015

A CHRISTMAS BLESSING



Black Nativity, produced by the National Center of Afro-American Artists, is the joyous account of an historic event that occurred 2,000 years ago. It's a celebration that tells the original story of the Nativity in scripture, verse, music and dance. Based on the Gospel of St. Luke, combined with the poetry of Langston Hughes, this song-play touches a special chord in the hearts of all.

This legendary Christmas event, the Black community's Christmas gift to the world, is without a doubt a theatrical wonderment. A joyous company of singers, actors, dancers and musicians delivers its powerful message of joy, hope, victory and liberation.

Boston's captivating production is the longest running performance of Harlem Renaissance poet Langston Hughes' song-play in the world. Visit www.blacknativity.org for further details and information.

WOMEN OF COLOR EMPOWERMENT SERIES IN FORT LAUDERDALE

Women are leaders, influencers, and empowerment motivators. The North Broward County Chapter of the Links, Inc.; Broward County Alumnae Chapter of Delta Sigma Theta Sorority, Inc.; Zeta Rho Omega Chapter of Alpha Kappa Alpha Sorority, Inc.; and the Women of Color Empowerment Institute, Inc. proudly present ... The Women of Color Empowerment Series - Advocates for Change. The event takes place on **Monday, December 7, 2015 from 5:30 – 8:00 p.m.** at the African American Research Library and Cultural Center, 2650 Sistrunk Boulevard, Fort Lauderdale, Florida.



Event highlights include an empowering conversation and Book Signing with Former supermodel, Actress and Entrepreneur **Beverly Johnson**. The Holiday Networking Reception and Book Signing takes place at 5 PM.

There is no cost to attend the event with confirmed RSVP by **December 5, 2015**. RSVP to www.southfloridawomenofcolor.com or call 954-768-9770.

HOLIDAY MOVIE MOMENTS

The holiday season is a great time to kick back, relax and watch some great movies. It's the perfect way to put you and your loved ones in the holiday spirit. Listed below are some black Christmas movies to possibly add to your "watch list" to help you enjoy holiday movie moments:



A Diva's Christmas Carol



The Best Man Holiday



Black Nativity



Call Me Claus



Christmas in Compton



Dear Secret Santa



Friday After Next



Holiday Heart



Last Holiday



The Perfect Gift



The Perfect Holiday



The Preacher's Wife



This Christmas



Trading Places



Tyler Perry's A Madea Christmas

Happy Holidays!!!!



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: **ADRIENNE R. LOFTON** SENIOR VP, GLOBAL BRAND MARKETING FOR UNDER ARMOUR



Adrienne Lofton is the senior vice president for Global Brand Marketing for Under Armour. In this role, she creates and leads the Under Armour brand strategy and oversees the company's global marketing efforts.



Lofton brings extensive global marketing experience across a variety of industries and categories including Sports Performance, Retail and Wholesale, and Automotive. She is a leading marketer with proven success at understanding and engaging consumers around the world. Prior to working at Under Armour, Inc., Lofton held marketing positions at Levi Strauss & Company, Target Corporation, General Motors Planworks/Starcom MediaVest and Gap Inc.

The consummate professional, Lofton received her Bachelor of Business Administration degree (with a marketing concentration) from Howard University.

DECEMBER IS NATIONAL STRESS-FREE FAMILY HOLIDAY MONTH



The holiday season is a special time for celebrating the birth of Christ with our family and friends. It can also be a time for unrelenting stress, however. This explains why December is designated as **NATIONAL STRESS-FREE FAMILY HOLIDAY MONTH**. Here are a few stress-free activities to remember:

RECOGNIZE THE SIGNS OF STRESS. These include ineffective coping, such as becoming depressed, irritable, anxious or being unable to concentrate. Stress related illnesses include headaches, high blood pressure, neck and back pain and stomach aches. Eliminate the threat of stress by putting yourself in control, rather than letting things control you.

KEEP FAMILY EXPECTATIONS REALISTIC. Don't allow your family's holiday expectations to be determined by extended family, friends, or the media. Instead, focus on your family's strengths and be realistic about what works for your family as a whole.



The holidays are a time to celebrate and relax – not stress to the max! Being stress-free is the best way to be!

CALENDAR OF EVENTS

This section is designed to keep you in the know and on the go. Check out some of the latest happenings throughout the country this month.

Motown The Musical

12/1/15 – 1/3/16

Washington, DC

<http://thenationaldc.org/events/category/series/motown>

An Elegant Evening Of Giving Featuring Fantasia * Ken Ford

12/5/15

Rockville, MD

www.talkinghandsincorporated.org

Clare and the Chocolate Nutcracker

12/5/15

Orlando, FL

844-513-2014

Evangel Cathedral Christmas Celebration Featuring

Kirk Franklin * Yolanda Adams * Marvin Sapp
Tamela Mann * Mary Mary * Avery Sunshine * Ledisi
Anthony Brown & Group Therapy

12/5/15 – 12/6/15

Marlboro, MD

www.evangelchristmascelebration.com



Natural Hair Festival

12/5/15 – 12/6/15

Houston, TX

www.naturalhairfestival.com

The Comedy Get Down

12/11/15

Miami, FL

www.ticketmaster.com

Kevin Hart: What Now Tour

12/26/15

Hollywood, FL

www.ticketmaster.com



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

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BPRW ALLIANCES

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



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