

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

May 2015

WOMEN IN BUSINESS

Historically, women, particularly African American women, have been underrepresented in positions of power due to society's oppression. In recent years, many African American women have broken down society's barriers and transitioned into leadership roles, became CEOs and even owners of their own companies.

Currently, African American women-owned businesses are the fastest growing of all women-owned businesses. Remarkably, this number has climbed 296% from 1997 to 2014.

According to the State of Women-Owned Businesses Report (2014), there are 1.2 million firms owned by African American women, employing 287,100 workers and generating about \$50 billion in revenue. In addition, Black Enterprise's BE 100 Report shows that many of the most successful minority

own companies are owned by African American women.

The transitions African American women have made into CEOs, moguls and business owners have benefitted the U.S. economy as a whole by creating jobs and providing products and services. With African American women being predicted as the majority of all women by 2045, this confirms that African American women-owned businesses will continue to be key force in entrepreneurship.

Though it was only a short time ago where women were fighting for equality and despite the fact that women are still facing some challenges, the gains African American women have made in business are extraordinary and admirable. We recognize the leadership qualities of these women for their influence, commitment and entrepreneurial spirits.

Celebrate Mom as a Valuable Gift

Mothers are gems that shine brightly every day and in every way. On Mother's Day, we acknowledge and celebrate our mothers for their love, dedication and unwavering support. Though mothers should be recognized every day, Mother's Day is a special time to express our love and appreciation, because moms are one of the most valuable gems we will ever receive.

This Mother's Day, we recognize **Christine Rosasco-Soto**, president/jeweler of her very own jewelry line, **Ruellio Jewelry**. Christine always had a passion for the arts and began making Jewelry several years ago. Throughout her life, she often prayed for inspiration and the guidance to make her passion her work. In 2010, her prayers were answered.

"I woke up one morning, looked at my husband and said I am going to the store to buy supplies," she recalled. "I came home with all the tools and materials needed and made my first necklace. I never imagined people would take such an interest in my designs until I sold my first five pieces. That's

when I realized that the guidance I prayed for had happened right under my nose. As I evolved, the clientele evolved with it. It is amazing to watch yourself grow in this way. It has been such a wonderful experience to learn new things, meet beautiful people and make them feel beautiful."

Ruellio Jewelry is all about inspiring the beauty within and bringing all religious belief and human beings together to participate in the most beautiful gift of all - Life! The Ruellio Jewelry collection currently includes earrings, skinny bracelets, necklace sets, stackable bracelets and more. Ruellio Jewelry would make the perfect gift to share with the gem in your life - your mother! To celebrate your mom as a valuable gift and purchase Ruellio Jewelry, visit www.etsy.com/shop/RuellioJewelry today!

Black PR Wire salutes moms everywhere and wish you a blessed and Happy Mother's Day!



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:

LORETTA LYNCH, U.S. Attorney General

Loretta Lynch is a scholar, leader and legal professional who is making history and breaking down today's barriers.

Eastern District, chief of the Long Island Office and top assistant to U.S. Attorney Zachary Carter.



Born in Greensboro, North Carolina, to librarian and Baptist pastor, Lynch came from a household who was very involved with the Civil Rights Movement. In 1981, Lynch earned a bachelor's degree in literature from Harvard University and then earned a J.D. from Harvard Law School in 1984.

Upon graduating, Lynch went on to worked as a litigator at Cahill, Gordon & Reindel until 1990. She then took on government positions as prosecutor for the U.S. Attorney team of New York's

In 1999, Lynch was appointed by President Clinton as U.S. Attorney for the Eastern District of New York and was reappointed by President Obama in 2010. On November 8, 2014, President Obama nominated Lynch to succeed Eric Holder, who had recently announced his intent to step down from the post as attorney general. On April 23, 2015, Lynch was confirmed by Senate and became the first African-American woman to hold the position of U.S. Attorney General.

SPECTACULAR SPRING SAVINGS!!!



The special deals offered exclusively at Black PR Wire include the following:

HAPPY SPRING 2015!

- Your release with photo and logo **\$300**
- National Distribution*
- Your release or research, clip and scan **\$50 each**
- Posting Clippings*
- Your release in one state with photo and logo **\$150**
- Statewide Distribution*
- Video Placement*
- Your video clip (up to 2 minutes) **\$250**
- Banner Ad*
- Your ad on BPRW **\$200 per month**

Thank you and we look forward to working with you once again this spring!

Dear Valued Client,

We at Black PR Wire have missed providing distribution services to you. We welcome the opportunity to work with you again and have developed this special, exclusive Spring Bouquet!

The Spring Bouquet of discount services is our special way of offering great services and great rates for you - our awesome clients.

I encourage you to take advantage of our special services and offerings this spring. You will be hearing from our publishing team in the days ahead, but feel free to call me directly if you have any questions. I can be reached at **1-877-BLACKPR.**

Bernadette A. Morris
President/CEO
Black PR Wire, Inc.
1-877-BLACKPR

ACT FAST!

These offers are only good through **May 31st**, so call us TODAY!

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 this month.

Birmingham Funk Fest 2015
May 2nd
Birmingham, AL

Jacksonville Funk Fest 2015
May 8-9th
Jacksonville, FL
www.funkfesttour.com

Durham, NC
<http://durhamnc.gov/ich/op/prd/Pages/Bimb%C3%A9-Cultural-Arts-Festival.aspx>

Exhale Season 3 Premiere on ASPIRE
May 6th at 9pm

Black Enterprise Entrepreneurs Conference
May 13-16th
Atlanta, GA
www.blackenterprise.com/events

Disney's The Lion King
May 20- June 14th
Philadelphia, PA
www.kimmelcenter.org/events/?id=4868



Atlanta Funk Fest 2015
May 15-16th
Atlanta, GA
www.funkfesttour.com

Chicago Gospel Music Festival
May 29-31st
Chicago, IL
www.chicagogospelmusicfestival.us

Bimbe Cultural Arts Festival
May 16th

Brooklyn International Film Festival
May 29-June 7th
Brooklyn, NY

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

OUR TEAM

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BPRW ALLIANCES

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

