

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

August 2013

MEMBERS OF CONGRESSIONAL BLACK CAUCUS TO PARTICIPATE IN "MAKING GOOD HEALTH MY REALITY" TOUR



It goes without saying that good health must be a reality to avoid fatalities. This is why several members of the **Congressional Black Caucus (CBC)** are participating as special guests in the Congressional Black Caucus Foundation's (CBCF) Health Braintrust "Making Good Health MY Reality" tour. The eight-city tour will visit communities where health disparities among people of color and low-income individuals are

greatest. The tour will include a series of workshops, educational townhall meetings and health fairs to equip communities with vital information needed to prepare for enrollment in the Health Insurance Marketplace, scheduled to open on October 1, 2013.

The "Making Good Health MY Reality" tour will also provide open forums for communities to discuss how the Patient Protection and

Affordable Care Act will help close gaps in health disparities within low-income communities and communities of color. This will be accomplished by ensuring that all Americans have access to the patient care they need. All events held during the tour will be free and open to the public.

The CBCF Health Braintrust "Making Good Health MY Reality" tour will visit the following cities:

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- Saturday, July 20, 2013 - Fredericksted, U.S. Virgin Islands
- Saturday, July 27, 2013 - Chicago, Illinois
- Saturday, August 3, 2013 - Oakland, California
- Monday, August 19, 2013 - Dallas, Texas
- Friday, August 30 and Saturday, August 31, 2013 - Miami, Florida
- Saturday, September 7, 2013 - Brooklyn, New York
- Saturday, September 14, 2013 - Las Vegas, Nevada
- Saturday, September 14, 2013 - Baltimore, Maryland

Make your vow to attend one now! For more information about the CBCF Health Braintrust "Making Good Health MY Reality" Tour, visit www.cbchealthbraintrust.org.

GET IMMUNIZED

It should come as no surprise that it's time to get immunized! August is recognized nationwide as **National Immunization Awareness Month** – the dreaded time to get a shot! Although many of us may not want to be reminded of this unpleasant time, we do need to be aware about the importance of immunizations across the lifespan, from infants to the elderly.

Before you know it, you too will be letting out an ah-choo! August is the perfect time to remind family, friends, co-workers, and those in the community to catch up on their vaccinations. Parents are enrolling their children in school, students are

entering college, and health care workers are preparing for the upcoming flu season.

Why are immunizations so important? The National Medical Association believes that immunization rates are too low among African American adults and children, as well as among other minorities. Adolescents, namely African American and other minorities, are at increased risk for Hepatitis B, Measles, Tetanus and Varicella.

Moreover, vaccines have reduced or eliminated many infectious diseases that once routinely killed or harmed



many infants, children, and adults in the U.S. The viruses and bacteria that cause vaccine-preventable disease and death still exist and can be passed on to people who are not protected by vaccines.

So, remember to vaccinate before it's too late! You might as well give it a shot and get immunized!

FALL IN LOVE WITH BLACK PR WIRE

Black PR Wire's summer splash was quite successful and saved many some cash! So, we thought we'd give you another chance to take advantage of our services and fall in love with **Black PR Wire**. During the months of September through November, Black PR Wire is offering a Fall Swing of discount services that you cannot let pass by. National press release distribution including your release with photo and logo is \$200; statewide press release distribution (your release in one state **CONTINUES ON PAGE 2**)



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.

POWER PROFILER: Andrea R. Price, FACHE



members and net revenues of nearly \$900 million. Mercy is the largest region of its parent company Catholic Health Partners, Cincinnati. Andrea joined Mercy in the fall of 2009 as Chief Operating Officer, at which time she assumed responsibility for the operations and performance of Mercy's seven hospitals. One year later, she was promoted to lead the organization.

She is board certified in healthcare management and a fellow in the American College of Healthcare Executives. As a member of ACHE, Andrea has served on the Voluntary Giving Committee, the Confidential Committee, the Board of Governors, the Governance Implementation Task Force, the Regent's Advisory Council, the Nominating Committee, Regent-

at-Large, the Finance Committee, the Governance Ad Hoc Task Force and the Bylaws Committee.

In April 2008, Andrea was selected by Modern Healthcare Magazine as one of the "Top 25 Minority Executives in Healthcare." In September 2008, she received the "ACHE Distinguished Service Award" from the American College of Healthcare Executives and the Michigan Healthcare Executive Group and Associates. In October 2008, she received the Distinguished Senior Healthcare Executive Award from the National Association of Health Services Executives (NAHSE).

Andrea was also the 2010 recipient of the Midwest Healthcare Executives Group and Associates (MHEGA)

Regent's Senior Level Healthcare Executive Award, which recognizes healthcare executives with more than 20 years of healthcare experience for their significant contributions toward the achievement of the goals of the ACHE and the advancement of healthcare management excellence. In addition to serving as a board member for MHEGA, Andrea is the National President for the National Association of Health Services Executives, a non-profit designed to advance and develop black healthcare leaders and elevate the quality of healthcare services rendered to minority and underserved communities.

Andrea Price serves as *President and Chief Executive Officer of Mercy*, a seven-hospital health system, and Mercy College of Ohio, headquartered in Toledo, Ohio. Mercy has more than 7,500 employees, 1,350 medical staff

OUR TEAM

Bernadette A. Morris
President/CEO
bmorris@blackprwire.com

Ricardo F. Reyes
AVP/Creative Director
reyes@blackprwire.com

Tanisha Coleman
Marketing Manager
coleman@blackprwire.com

Vanessa Loy
Newsroom Manager
vloy@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Graphic Designer
ebrown@blackprwire.com

BPRW ALLIANCES

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



August: 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 August.

Umoja Family Festival
8/02/13-8/04/13
Seattle, WA
www.umojafamilyfest.com

Martha's Vineyard African American Film Festival
8/06/13-8/10/13
Vineyard Haven and Oaks Bluff, MA
www.mvaaff.com

National Black Police Association Annual Convention
8/11/13-8/18/13
Miami, FL
www.blackpolice.org

Bill Pickett Invitational Rodeo
8/03/13-8/04/13
Atlanta, GA
www.billpickettrodeo.com

Association of African American Museum Conference
8/07/13-8/10/13
Charlotte, NC
www.blackmuseums.org

African Diaspora Film Festival
8/16/13-8/18/13
New York, NY
www.nyadiff.org

African World Festival
8/03/13-8/04/13
Milwaukee, WI
www.africanworldfestival-milwaukee.com

National Sales Network Convention
8/07/13-8/10/13
Chicago, IL
www.salesnetwork.org

Hair Boss Competition
8/17/13-8/20/13
Atlanta, GA
www.bronnerbros.com

Art & Soul Festival
8/03/13-8/04/13
Oakland, CA
www.artandsouloakland.com

Long Beach Jazz Festival
8/09/13-8/11/13
Long Beach, CA
www.longbeachjazzfestival.com

Black Enterprise/Pepsi Golf & Tennis Challenge
8/29/13-9/01/13
Palm Beach Gardens, FL
www.blackenterprise.com/events/golf-tennis-challenge

For a complete listing of events please visit www.blackprwire.com

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with photo and logo) is \$100; video placement including your video clip up to three minutes is \$150; banner ad to be placed on BPRW is \$150 per month;

and posting clippings (your release or research, clip and scan) is \$25 each. The Fall Swing special is for up to three releases per business between September 1 – November

30, 2013 and for up to 400 words per release. For more information and to take advantage of the Fall Swing, contact Black PR Wire at 1-877-BLACKPR.