

THRIVIN'

THE NEWSLETTER OF BLACK PR WIRE, INC.

February 2016

BLACK PR WIRE AND BUSINESS WIRE TO HOST JOINT WEBINAR FOR BLACK HISTORY MONTH

Black PR Wire and Business Wire will host/present their annual Black History Month webinar as a part of this year's **Minority Leadership Series**. The webinar is set for **February 25th**. The event is free and open to the public and will be heavily promoted by Business Wire and Black PR Wire.

The purpose of the webinar is to discuss the impact of social media on the bottom line while highlighting what's hot now and how we can leverage it for a win-win, as well as how

to get your news in front of digital media outlets/gatekeepers.

As is tradition, a dynamic panel will share insights on how social media has been beneficial to their growth and provide insight on how to navigate the social media landscape.

For more information and further details, stay tuned to www.BlackPRWire.com.

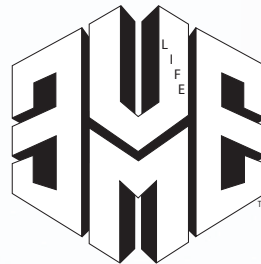


PHEBBS SVESTER PRESENTS UMEE LIFE EXQUISITE INTERCHANGEABLE ART & FRIENDS

Join Phebb Svester and Umee Life for an exclusive unveiling event entitled Phebb Svester presents **UMEE Life & Friends** on **Sunday, February 28, 2016**. The event takes place from 3 – 6 p.m. at the **Miami Beach Resort**, 4833 Collins Avenue in Miami Beach, Florida.

During the event, attendees will preview an exclusive line of rare one-of-a-kind custom-made jewelry, meet the designer and embrace a fashionable runway of exquisite and interchangeable art that is unique

Phebb Svester[™]



UMEE LIFE
EXQUISITE
INTERCHANGEABLE ART

and transcends the essence of life. Attendees will also get a chance to mingle with industry leaders of fashion, event planning, and artisans of the written word, among others. The experience will be complete with an afternoon of utter bliss and fanfare featuring live music, first-class entertainment and much more.

RSVP by Friday, February 19, 2016 to Bernadette Morris, CEO of Sonshine Communications at 305-948-8063, ext. 201.



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.

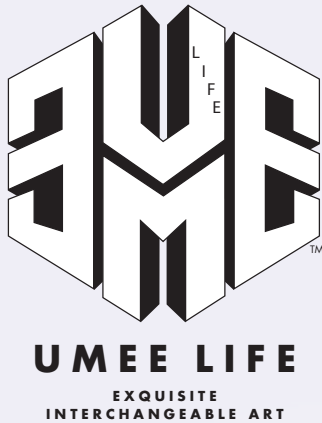
"There is POWER in the Wire... At Black PR Wire, we distribute the news our media can use!"

POWER PROFILER: PHEBBS SVESTER

CORPORATE FOUNDER AND PRODUCT CREATOR,
UMEE LIFE

Phebbs Svester is the corporate founder and product creator of **Umee Life** jewelry. Phebbs is an industry connoisseur and knows how to create fashionable jewelry with today's consumers in mind. The company's motto is "Jewelry is meant to be fashionably interchanged and custom arranged."

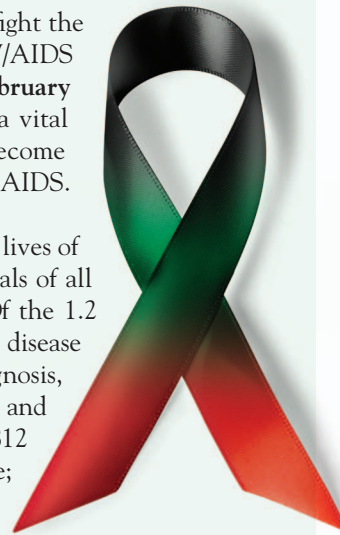
A native of Canada, Phebbs initially formed **Umee Life** as a sole proprietorship in 2014 and has since capitalized on the growing industry of the jewelry fashion products to create a niche market for the company's custom products. Due to Phebbs' due diligence, **Umee Life** has a world class management team with direct knowledge of the industry, extensive research experience, and unique administrative skills needed to propel the company to the next level.



NATIONAL BLACK HIV/AIDS AWARENESS DAY ON FEBRUARY 7TH

It's that time again! Time to continue to fight the plague of HIV/AIDS. National Black HIV/AIDS Awareness Day (NBHAAD) will be held **February 7, 2016**. This annual observance remains a vital tool for encouraging African Americans to become educated, get involved and get tested for HIV/AIDS.

The HIV/AIDS epidemic has plagued the lives of many heterosexual and homosexual individuals of all different races and cultures of the world. Of the 1.2 million people who were infected with this disease in 2010, only 14% knew about their diagnosis, according to the Centers of Disease Control and Prevention. Since the beginning, 265,812 African Americans have died from this disease; this includes the year 2011 with 6,630 deaths.



Statistics are shocking and overwhelming to most, but the numbers reflect the seriousness of this illness in the black community. Educate yourself and others, find a local testing center near you, get tested, and avoid becoming another statistic.

For more information on National Black HIV/AIDS Awareness Day, visit www.blackaidsday.org.

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.

Art & Soul 2016
A Celebration of African American Art and Artists in Indiana
A Journey to Freedom
February 1 – 27, 2016
Indianapolis, ID
www.indyarts.org/art-soul

Going the Distance: Celebrate Black History Month
February 2 – 5, 2016
Washington, DC
www.smithsonianassociates.org

UniverSoul Circus
February 3 - 15, 2016
Atlanta, GA
www.ticketmaster.com

Macy's Celebrates Black History Month
February 3 -18, 2016
Various Cities
www.macys.com

African American Aviators Tour
February 13, 2016
Washington, DC
www.collegeparkaviationmuseum.com

Southern Sweets: 2nd Annual Pound Cake Cook-Off
February 27, 2016
Roswell, GA
www.roswellgov.com

The Sflnoir Wine & Food Festival
February 26 – 28, 2016
San Francisco, CA
www.sfnoir.org



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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:



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