

THRIVING!

THE NEWSLETTER OF BLACK PR WIRE, INC.

March 2015

WINGS Launches Heart Smart and Other Initiatives for Women



Women Grow Strong, Inc., (WINGS) is committed to building the self esteem of women through educational training and support. This summer, WINGS will launch **Heart Smart**, an empowerment initiative that helps women learn and understand the benefits of proper dieting, exercise, and food and nutrition; in addition to other initiatives for women. The goal is to help women become heart smart and avoid cardio vascular disease, obesity and other diseases.

The Heart Smart initiative will consist of educational workshops and fun activities (i.e., puzzles, volleyball and healthy cooking sessions), as well as physical vitals testing.

"The Heart Smart sessions will impact the community in a significant way," said Bernadette Morris, founder and CEO



of WINGS. "The sessions will target girls and women of all ages and will provide essential learning tools to support everyday physical activity and impart health and wellness into the mindset of each participant."

Heart Smart will educate girls and women about heart attacks and strokes, providing useful tools to combat these sicknesses in their own bodies and that of their families. The program will also help transform their self-esteem, appeal, direction and purpose in life; provide tools for healthy living; and encourage wholesome, meaningful and fulfilling lives.

"Collectively, we will work together to make the difference of a lifetime," said Morris. "I encourage every one to be heart smart from the very start."



Florida Department of Transportation Launches Statewide



As part of the Great American Clean-up initiative, the Florida Department of Transportation's "DRIVE IT HOME ... KEEP OUR PARADISE LITTER-FREE®" campaign has launched a statewide Trash-Off Greek and Club Challenge competition. The Challenge is open to every sanctioned college sorority, fraternity or social service club organization in the state.

Using the campaign theme, participants are encouraged to express how they will dispose of litter to their audience. Entries submitted must be original and authentic and show how each group will help keep Florida's roadsides and communities litter-free.

Categories for the Challenge entries include:

1. Artistic Expression (i.e. PSA,

commercial, artistic art piece, fashion piece, etc.)

2. Campus/Community Activity (i.e. photos of a trash wipe-out event on campus or community park's grounds, rallying a clean-up day around a lake, etc.)

3. Poetry and Prose (i.e. sharing the written word)

4. Unique Art Piece (i.e. poster, drawing, photography, trash can decoration, art fashion exhibits, etc.)

5. Video Showcase (i.e. step show, dance, song, jingle, etc.)

6. Other category – Entries that do not fit in any of the specified categories can be submitted and included in this section. Please provide an overview of the entry submitted.

The top three submissions that receive the most "likes" via Facebook will be selected as the winners. Prizes will be awarded in the name of the sorority, fraternity and/or social service club. Winning entries will

receive gift cards ranging from \$100 to \$1,000.* Deadline for submissions is Friday, April 10, 2015.

Winning entries will be announced on the Clean FL Roads website on Earth Day (April 22, 2015). Winning entries will be on display at the FDOT office in Tallahassee,

throughout the state, and on the campaign's social media sites. To enter, participants must complete and submit the online entry form, available at www.

CleanFLroads.com. The sooner contestants submit, the more social media likes they are likely to receive – so enter early!



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: AMBER E. BULLOCK, MPH

Executive Vice President, Community & Youth Engagement – Legacy

Throughout her 30-year career, Amber Bullock has skillfully led efforts to transfer research, knowledge and skills to organizations and individuals on the frontlines making progress in adult and youth tobacco prevention. As Executive Vice President at Legacy, a national not-for-profit organization dedicated to preventing youth from starting to smoke and encouraging smokers to quit, she is committed

to reducing the use and prevalence of tobacco. Legacy was established in March 1998 as a result of the Master Settlement Agreement (MSA) between a coalition of attorneys general in 46 states and five United States territories and the tobacco industry. The organization is responsible for “truth”, the most successful and one of the largest national youth smoking prevention campaigns.

HOT OFF THE PRESS!!!!

CHECK OUT THESE BANNER ADS!



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.

Smooth Jazz Cruise II 2015
3/1/15 – 3/8/15
www.thesmoothjazzcruise.com/2015/Second-Chance

MEAC 2015 Tournament
3/9/15 – 3/14/15
Norfolk, VA
www.visitnorfolktoday.com

Virginia Festival of the Book
3/18/15 – 3/22/15
Charlottesville, VA
www.aalbc.com/events

Black Enterprise Women of Power Summit
3/2/15-3/5/15
Ft. Lauderdale, FL
www.blackenterprise.com/wps



Maxwell

R. Kelly

Erykah Badu

Sheila E.

Toni Braxton

Valerie Tyson

Jazz in the Gardens Annual Festival
3/21/15-3/22/15
Miami, FL
www.jazzinthegardens.com

Austin Urban Music Festival
3/27/15-3/28/15
Austin, TX
www.austinurbanmusicfestival.com

OUR TEAM

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

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

Tanisha Coleman
Marketing Manager
tcoleman@blackprwire.com

Simone Cook
Account Coordinator
scook@blackprwire.com

Teodoras Vitkauskas
Webmaster
tvitkauskas@blackprwire.com

Erica Brown
Graphic Designer
ebrown@blackprwire.com



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:

