

# The BOW Collective is Set to Soar as Member Aisha Bowe Carries Flag Into Space Aboard Blue Origin's NS-31 Mission

WASHINGTON DC, DC, UNITED STATES, April 14, 2025 /EINPresswire.com/ -- [The BOW Collective](#) is thrilled to mark a groundbreaking moment in history as one of its own, aerospace engineer and entrepreneur Aisha Bowe, prepares to launch into space on [Blue Origin's](#) New Shepard NS-31 mission—carrying the BOW Collective flag into orbit as a symbol of innovation, elevation, and Black women's global impact.

Set to lift off from Launch Site One in West Texas on Monday, April 14, 2025, the flight includes a powerful crew of pioneers: Gayle King, Amanda Nguyễn, Katy Perry, Kerianne Flynn, Lauren Sánchez, and Aisha Bowe. This extraordinary mission will be live-streamed by Blue Origin and covered nationally by CBS.



The BOW Collective Flag

“

This is more than a launch—it's a legacy moment,”

*Nic Cober, Esq., Founder of  
The BOW Collective.*

“This is more than a launch—it's a legacy moment,” said Nicole Cober Johnson, Esq, Founder & CEO of The BOW Collective. “Aisha's journey into space reminds the world that Black women are not just participating in the future—we are defining it. She embodies the boldness, brilliance, and barrier-breaking spirit that defines The BOW Collective community. To see her carry our flag beyond the

bounds of this Earth is deeply emotional. It affirms that our work on the ground is part of something much greater—something Divine.”

In an inspiring display of legacy and sisterhood, retired NASA astronaut and fellow BOW member Joan Higginbotham—the third African-American woman to travel to space—will be on-site to witness the launch and support Aisha. Her presence weaves past, present, and future together,

underscoring BOW's commitment to intergenerational excellence and impact.

The BOW Collective is a national network of more than 300 Black women CEOs, collectively generating over \$1.7 billion in annual revenue. Together, they are reshaping the business landscape through economic power, strategic visibility, and generational wealth-building. Aisha's ascent into space is symbolic of personal achievement and a celebration of what's possible when visionary leadership and community collide.

The New Shepard NS-31 launch window opens at 8:30 a.m. CDT / 13:30 UTC.

- Watch the livestream and witness history: <https://www.blueorigin.com>
- Join the movement online using #BOWInOrbit and #AishaTakesFlig

Learn more about The BOW Collective at [www.thebowcollective.org](http://www.thebowcollective.org)

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the BOW COLLECTIVE

*Congratulations*

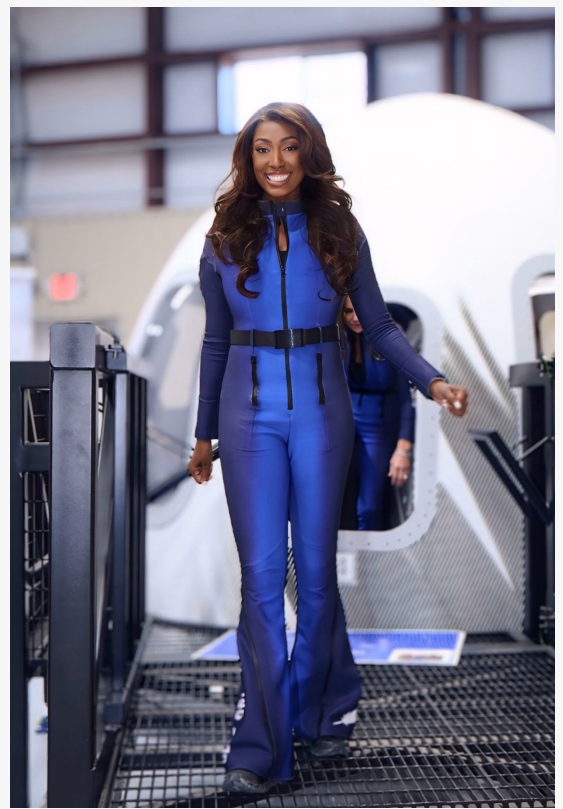
**BOW  
AISHA BOWE**

for being named to the  
1st All-Female Flight Crew  
to travel to outer space  
aboard Blue Origin!

[thebowcollective.org](http://thebowcollective.org)

the  
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Aisha Bowe Takes Flight

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