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The Urban Shopper Publishes 6th

October 15 -- **The Urban Shopper**, a Shopping Lifestyle and Values web magazine targeted to Black and Latino females published its sixth issue of consumerist content in October. The Urban Shopper advocates smarter spending, wiser consuming, and greater awareness of consumerist issues like Wellness and Green Living.

The Cover Story features a product review of Luxury Bedrooms from Thomasville Furniture, Restoration Hardware, and Ethan Allan. The issue also contains an article in its Wellness channel on "*Weight Hits Wallet*", an expose of recent research about additional costs of living incurred by the overweight among us.



October Review of Luxury Bedrooms

In its Technology and Learning channel, in an article entitled "*Education Get Shot*" looks at current efforts nationwide to improve the nation's schools by the Obama administration's "Race to the Top" funding challenge, the success of the Harlem Children's Zone, and the teaming up of the unlikely twosome of Rev. Al Sharpton and Newt Gingrich to focus on academic excellence.

In addition to informative articles, **The Urban Shopper** has features like printable coupons, product recall and alert information, and recipes that feature seasonally available, abundant and low-cost produce like apples in October. The Urban Shopper covers the full spectrum of the shopping experience for its readers.

Urban Shoppers in the U.S. have a lot of buying power but traditionally have wielded little power as consumer markets. Blacks and Latinos also have a long legacy of being on the receiving end of some of the worst of American consumerism from redlining, lack of basic services, higher retail prices, even criminal stereotyping. Things are changing but the challenges of consumerism for today's urban consumer have never been greater.

Consumerism recognizes the totality of a shopper's purchasing beyond just buying at retail. Urban Shoppers are confronted with buying choices and consumerism issues across the breadth of the purchasing spectrum whether groceries, transportation, healthcare, housing, even the cost of a movie ticket. Consumerism is a money skill, a behavioral choice, and in the final analysis, a definer of socio-economic status.

According to publisher, Marla Currie, "The ability to realize their American Dream through greater success as consumers is a testament to these groups' ability to adapt and win in the consumer marketplace. Greater insight and information on matters of consumerism will monetize individuals and energize urban communities."

The Urban Shopper is published monthly and notifies readers of new content via email. To join the emailing list, visit www.the-urban-shopper.com/subscribe.