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Urban Shoppers Get Lifestyle Magazine



(WCL, NJ) – Black and Latino households have a new ally on the consumerism front lines. With bottom-line analysis and what-you-need-to-know insights, [The Urban Shopper](http://www.the-urban-shopper.com) brings new tools and resources to elevate the importance of shopping smart and spending wisely.

According to publisher Marla Currie, “Our country’s economic engine is fueled by consumerism and yet urban shoppers are relatively unskilled as consumers. Our hope is to change that by bringing useful, relevant information and insight to urban shoppers.”

Distributed exclusively online and published monthly, The Urban Shopper contains content covering the full shopping spectrum including Food & Household, Leisure, and Green Living, Personal Finance, among others. It features printable coupons and product safety alerts and helpful shopper resources like “[The Urban Market Basket](http://www.the-urban-shopper.com)”, a survey of current retail pricing for common household expenses in ten metro areas.

“Blacks and Latinos together comprise a huge consumer nation, almost \$2.3 trillion dollars” states Ms. Currie. “We’ve got cash but as this current recession has revealed, we need more information about how to spend and find value. I’m frankly proud to be a part of bringing this kind of editorial to urban shoppers.”

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