



**RELEASE IMMEDIATELY**

## The Urban Shopper Celebrates 1<sup>st</sup> Year

[The Urban Shopper](#), a Shopping Lifestyle and Values web magazine, celebrated one-year of publishing consumerism content for African-American and Latino audiences.

The publishing milestone is an exciting one according to Publisher, Marla Currie. “For the past 12-months, we’ve been a resource for accessing tools that empower urban shoppers. More importantly perhaps, we’ve kept them informed on issues, best practices, and trends in consumerism. We’re proud of where we’ve come but our mission is clear - reach even more urban shoppers.”

Certainly achievements in The Urban Shopper’s first<sup>t</sup> year have been numerous, including being the sole outside editorial outlet of news from the 15-year study, **The Black Women’s Health Study**, conducted at Boston University. “African \_\_\_\_\_” was the debut article from the BWHS. An upcoming article on Sarcoidosis, a little-known life-endangering health issue that affects African Americans disproportionately, is scheduled for the next update.

Product reviews are web coverstory in The Urban Shopper. The current Product Review is a blast from the past. The review features last year’s hottest fashions from stores like J. Crew and Banana Republic, whose overstocks and no sales are on the racks in stores like Tuesday Morning and TJ Maxx. The message for shoppers is to look for those nearly-new fashions at deeply-discounted prices this year. Ever an eye on saving, The Urban Shopper also makes suggestions of how to update those looks using accessories to mimic this summer’s hottest looks.

“ \_\_\_\_\_”, a Wellness article, reviews recent updated advice from the Food and Drug Administration regarding sodium intake. New guidelines reduce the amount of sodium for everyone down to 2,400 milligrams daily. But for African Americans and other high-risk groups, only 1,500 mg are urged. African-American rate of hypertension is 60% greater and death from stroke, 40% greater than the general population. The Amazon carousel in the Wellness channel features products in Health & Beauty.

“ ”, an article in Leisure Living, recommends great-tasting wines of all types that cost between \$6 and \$20. The wines were recommended based on taste tests and includes a number of wines recommended by Oprah Winfrey that also have fabulously low prices and taste great. The product carousel displays blockbuster Hollywood movies that are best sellers on Amazon that, together with a nice bottle of wine, would help make a leisurely summer evening special.

#### ABOUT THE URBAN SHOPPER

The Urban Shopper (<http://www.the-urban-shopper.com>) publishes consumerist content targeted to Blacks and Latinos focused on shopping smart, finding value, and creating greater awareness of the urban consumer marketplace. Exclusively online, The Urban Shopper covers the full shopping spectrum including Food & Household, Leisure Living, Technology and Learning, Green Living, Personal Finance, and Wellness & Beauty. It is a one-stop destination for shopping insights, resources, and buying tools relevant to the urban shopping experience.

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