



The Urban Shopper

FOR IMMEDIATE RELEASE

Black Women’s Health Study Contributes to The Urban Shopper



January 15, 2010 (Woodcliff Lake, NJ) - Insight and descriptions of findings from the long-term research project, **Black Women’s Health Study**, will be featured in The Urban Shopper.

Conducted at Boston University, the Black Women’s Health Study (BWHS) is a major long-term research project focused exclusively on the health of Black women.

The BWHS has followed the health, lifestyle and behaviors of its 59,000 African-American female participants for more than 15 years and has published results on breast cancer, diabetes, hypertension, lupus, fibroids, weight gain, preterm birth, and other health outcomes.

According to Lynn Rosenberg, a senior investigator on the BWHS project, “Over the course of our research, we have identified risk factors for illnesses that affect many Black women. We believe it’s important to share that knowledge not just with physicians or other scientists through publications in scientific journals but directly with this community.

The Urban Shopper gives us an opportunity to reach women who may not participate in the research itself, but who could benefit from study findings since they relate directly to the health of Black women. ”

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The Urban Shopper's publisher Marla Currie states, "We are so very pleased to enhance the information in The Urban Shopper's Wellness channel through descriptions of results from the Black Women's Health Study."

The Urban Shopper is a Shopping Lifestyle and Values web magazine targeted to Black and Latino females. It has six content channels focused on consumerism including one devoted exclusively to *Wellness and Well-Being*.

Past Wellness articles have included "*Toxic Lead's Unhealthy Legacy*", which looked at the effect of exposure to the heavy metal, which remains in 24 million homes mainly in urban areas despite being banned in 1978. Lead is linked to learning difficulties, aggressive behavior, and serious health problems especially in children.

In October, The Urban Shopper's looked at increased costs of living for the overweight in "*Unhealthy Weight Hits Wallet*". According to a recent study from George Washington University, overweight people and especially the obese pay more on items like gasoline, clothing, and insurance. About 4 out of 5 African-American women are overweight or obese.

According to Currie, "Healthcare represents a significant portion of the disposable income of our readers, who as a group are disproportionately affected by serious afflictions like diabetes and hypertension as well as inherited diseases like Sickle Cell Anemia. Reducing the physical and financial tolls of poor health through greater awareness of health issues is an important service to our readers."

The first description of findings from the Black Women's Health Study will appear in the January 2011 issue of The Urban Shopper.

ABOUT THE URBAN SHOPPER

The Urban Shopper (<http://the-urban-shopper.com>) publishes its eighth issue of consumerist content in December 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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