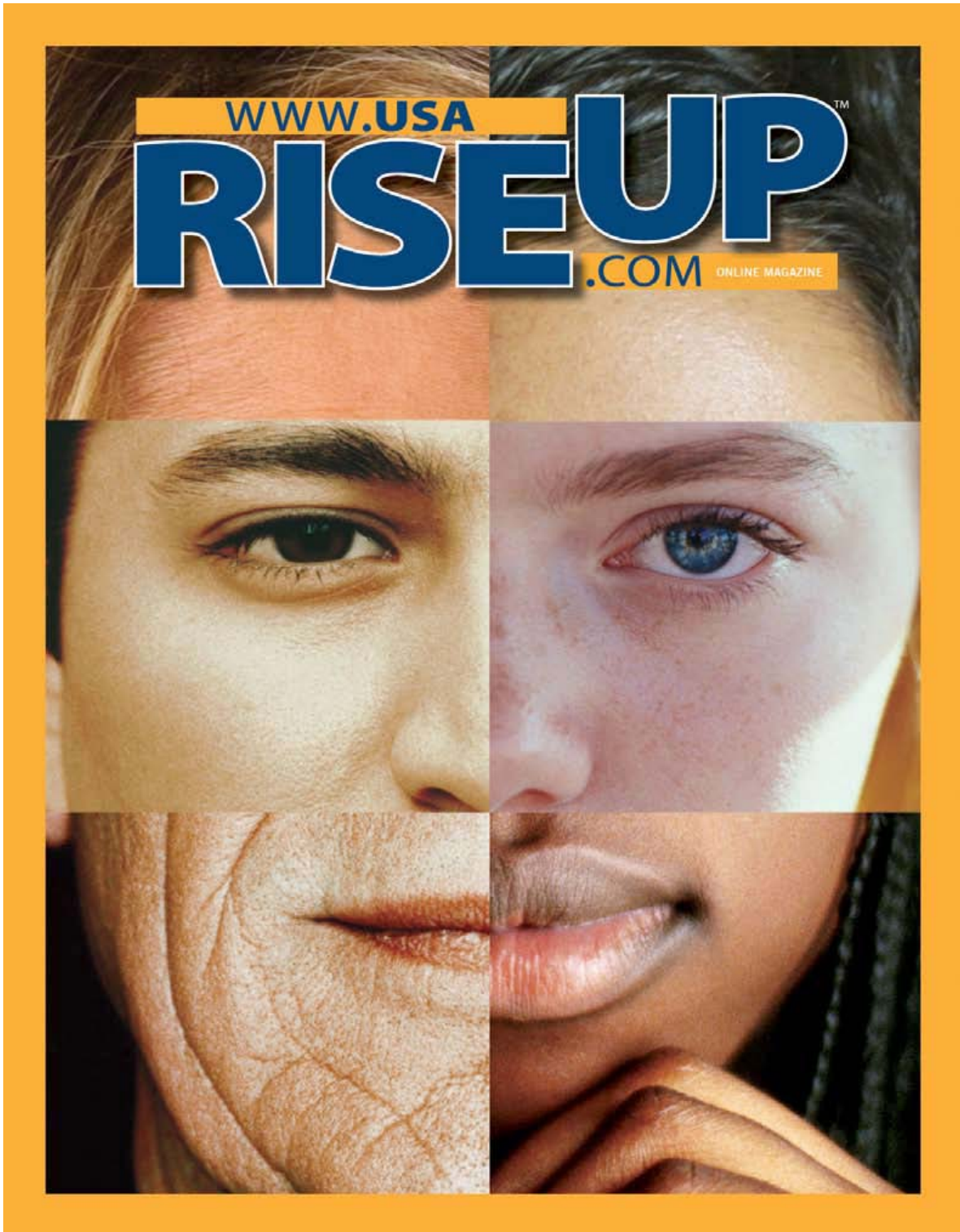


**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
**Sent:** Thursday, November 19, 2009 12:23 PM  
**Subject:** Promote Inclusiveness, Visit <http://www.usariseup.com>



[www.usariseup.com](http://www.usariseup.com) “THE ONLY ONLINE MAGAZINE ABOUT US—ALL OF US”

## WHO ARE WE?

We are an online magazine about race and ethnicity that celebrates people of different cultures and colors.

In the summer of 2008, *RiseUp*, a weekly print publication, arrived on a crowded media stage, chock-a-block with dailies, weeklies and magazines. Its focus was race—a “beat” often overlooked by the mainstream press— and it promised to offer a fresh take on it. It appeared as an insert in 12 papers including the *New York Daily News*, *Chicago Tribune*, *The Washington Post*, *The Kansas City Star* and *St. Louis Post-Dispatch* among others.

Despite an overwhelming response and a circulation of over 4 million, a few issues later, an economic downturn and reduced advertiser and investor spending, forced it to disappear. In March 2009, it reappeared—as **USARiseUp™** magazine.

## WHAT IS OUR MISSION?

The mission of **USARiseUp™** magazine is to help bridge racial, ethnic and cultural divisions in American society. Our publication will inform, educate, enlighten, entertain and inspire its readers. The content will celebrate the differences that make us unique, shed light on those issues that divide us while rediscovering and reaffirming those things we hold in common.

Join the thousands. Take a few minutes and visit [www.usariseup.com](http://www.usariseup.com) Review our latest issue of the digital magazine. Explore the many departments and blog zone on the website. Post a comment. Join the “Movement of Inclusiveness.”.



## CONTACT US

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Publisher & Executive Editor

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## ADVERTISE WITH US

[advertise@usariseup.com](mailto:advertise@usariseup.com)

(816) 931-2200

Our media kit can be found and downloaded from the website.



**[www.usariseup.com](http://www.usariseup.com)** *"THE ONLY ONLINE MAGAZINE ABOUT US—ALL OF US"*

About This Newsletter

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