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(Kansas City)

**Boasberg-Carlton to Develop Web Site for RiseUp Publications...**

Boasberg-Carlton New Media Communications announced today that it will develop and launch a new online presence for **RiseUp** Publications (usariseup.com).

The new web site supplements the publication while focusing on maximizing the user experience through graphic and interface design. According to Boasberg-Carlton cofounder, Joshua Boasberg, the new online presence for **RiseUp** is a custom, data driven web application that scales with their needs.

RiseUp is a weekly newspaper magazine insert. It will address race relations and be distributed through major metropolitan daily and weekly newspapers in the top 15-25 metropolitan areas. The primary goal of **RiseUp** is to provide an ongoing forum with information and tools to improve race relations. The magazine will address important issues affecting the nation and its racially diverse and ethnic communities. **RiseUp** will cover in-depth, timely topics in the areas of health, education, politics, business and cultural uniqueness.

Racism, while as old as the human race, has managed to escape a sustained conversation in any media in the public domain. Each week, **RiseUp** will keep this most important issue in front of us in an educational, informative and fun way.

"Both the magazine and the web site have the potential to appeal to a very diverse audience," said Boasberg. "This is a great opportunity to present meaningful solutions for not only the Kansas City area but for the United States as a whole."

**For more information, contact:**

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