



## **For Immediate Release**

### **The inauguration of new black media**

*TheFreshXpress.com is a brand new Web site that will serve as an interactive forum for young African Americans to voice their opinions and join in on discussions with their global peers.*

**Columbus, OH- January 21, 2009-** TheFreshXpress.com today announced the launch of its website, theFreshXPress.com, a social media site for young African-Americans to debate, express, and analyze issues in America.

Targeted towards young adults ages 21-35, the Web site seeks to utilize the immense cultural influence and power of this demographic to become the leading voice of young African-Americans in America. The site will be comprised of blogs, news stories, feature articles and debates.

Users will have the opportunity to interact on the site by posting comments, adding content and interacting with other users. In addition to this, users will eventually be able to buy and sell products such as fashion items, art and media.

The idea for the Web site came about because the founders saw a need for young African-Americans to have a presence and a voice within the social media realm. Sean Walton Jr., one of the three founders and CEO of theFreshXpress.com recognized the shortage of outlets that cater to and focus on the African-American perspective.

"What we want to do is provide a forum for young people with thoughts and opinions to be able to communicate those thoughts and opinions to each other and ultimately to the world," Walton said. "We want the world to know that young black people have a voice too, and it's time that our voice is heard and respected."

Launching the day after the historic inauguration of president Barack Obama and two days after Dr. King's birthday, the site ushers in a new era of creativity and expression. Arlen Herell, one of the founders and chief programming officer, explains the launch date was intentional.

"Dr. King and Barack Obama have made it possible for us to even imagine the possibilities of this website," Herell said. "There is no doubt that we want this site to have as much of a historic impact as they did."

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The site is set to launch at 8 a.m. Wednesday, January 21, 2009, granting visitors full access to all content.

A list of launch parties coming to major U.S. cities is scheduled to be released at a later date.

**About TheFreshXPress.com:**

TheFreshXpress.com was founded by Sean L. Walton Jr., Arlen Herrell and Kevin Breckenridge, all graduates of the University of Cincinnati. The inspiration for the website came from the debates and conversations between the three centered on issues concerning America and the African American community. Wanting to find a way to involve other young African Americans, theFreshXpress.com was created. "This website is our vision for an all encompassing website for young African Americans to be able to think, debate and analyze," Walton said.

More information about theFreshXPress.com can be found at [www.theFreshXpress.com](http://www.theFreshXpress.com).

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