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BLACK IS BACK: Black Parenting Magazine from the 90s Relaunches

NAPLES, FL - Successful Black Parenting originally launched in 1995 with its debut issue positioning it as the first national print magazine for African American parents. Almost 21 years later, the founders of the publication are bringing it back.

"We feel the time is right with issues in the Black community such as the Black Lives Matter movement and the racism that has risen to the surface of our society. This is the perfect time to relaunch," said Janice Celeste, formerly Janice Robinson-Lopez, who is one of the founders and Editor-in-Chief of the magazine. "We started this process actually in 1993 with a circulation of 100,000. Now my three daughters are all adults and each one is successful in their careers and family lives and I'm even a grandmother now." Successful is key to everything Celeste does down to her own children. Her youngest adult daughter is super model, Sessilee Lopez who has been seen on the cover of Vogue and on Victoria's Secret runways.

Successful Black Parenting is set to launch June 1st with their magazine-styled blog. "For years now my partner and I always said, "If we had the resources that we have today, back in the 90s, the magazine would still be on newsstands," said Marta Sánchez, Co-Founder and Managing Editor of the magazine. "This publication was our baby, we saw it walk, then run but at that time we had just enough money to fail because printing was terribly expensive. We financed the entire venture with just \$30k of our own money when we needed one million. We were like two fleas holding on to a bucking bull! Today we have more connections and contacts." Celeste and Sánchez have a big plan. The digital launch comes first and they're raising crowdfunding for a print-on-demand publication by January 2018. "Print is evolving," said Celeste. "It's definitely not dead. We have to cater to the needs of different readers, those who prefer digital and those who want to feel the quality of paper in their hands."

You can sign-up on Successful Black Parenting's website to stay updated and be the first to view the launch at SuccessfulBlackParenting.com. Their crowdfunding campaign is set to raise \$2M and is available on GoFundMe at gofund.me/BlackParenting.

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