

SOUTH ASIAN PARENT

Breaking boundaries. Uniting families.

MEDIA KIT

July 2012

SOUTH ASIAN PARENT LAUNCHES

SOCIAL AWARENESS CAMPAIGN: “CAN WE TALK ABOUT THIS?”

Campaign calls for the Asian community to start dialogue on taboo topics



LONDON: July 10, 2012 – With the question *Can we talk about this?*, South Asian Parent launches a new social awareness campaign to encourage Asian families to start dialogue on topics often brushed under the carpet. The campaign is led by a series of 8 posters tackling a different topic each; ranging from homosexuality and body image to teen texting behavior.

“It’s only by breaking our own boundaries can we get closer to our families and start having honest and meaningful conversations” says Uttama Patel, Founder and Editor of SouthAsianParent.com “The campaign provides parents and children a platform on which to start thinking and begin that dialogue.”

While some posters are humorous, others dare to ask brave questions—all with the goal to reduce stigma and make it easy for families to address sensitive issues. The campaign will be carried out in July and August primarily through Facebook, SouthAsianParent.com, and Twitter. South Asian Parent will also publish articles, interviews, and resources on its website; host events in the local community

including thought-provoking Asian movie screenings and dance performances; and air on a series of radio shows to discuss each topic.

Can we talk about this? also features an interactive virtual platform on which users anonymously add their thoughts, questions, and ideas into a glass bottle from which one is chosen each week to discuss. “We always say ‘Don’t bottle it up’,” explains Uttama. “But do we actually speak up often enough? We want a unified place where we can hear the voices of both parents and children, and start addressing their concerns.”

South Asian Parent’s Commitment to being a Catalyst for Change

South Asian Parent is an online resource for Asian families committed to raising social awareness and fostering healthy family relationships. For parents raising children in a new country, the questions to be asked can be difficult: Should I let my 10-year-old wear a mini-skirt? Is sex before marriage OK? Because neither general parenting magazines nor cultural groups tackle these issues, Asians tend to lead conflicted lives, hiding their true identities from their families—a fact South Asian Parent is committed to changing.

What our readers say about us:

“This is the only site I have come across which frankly and constructively discusses topical issues and challenges facing the new generation of Asians and their parents who are trying to meet on a common ground.”

“Thoughtful and provocative, as always. An inspiration to people everywhere who wish to be themselves and to help others do the same.”

For further information:

Vijiti Dixit: Marketing Director - vijiti@southasianparent.com or 07412 626633

Uttama Patel: Founder – uttama@southasianparent.com or 07824 819420

SOUTH ASIAN PARENT
Breaking boundaries. Uniting families.

ABOUT SOUTH ASIAN PARENT

South Asian Parent is the first online resource for Asian families caught between cultures and identities, providing a platform for cross-generational and cultural dialogue.

For parents raising children in a country different from where they grew up, the questions to be asked can be difficult:

***Should I let my 12-year-old have a boyfriend?
Is sex before marriage OK?***

South Asian Parent aims to help parents answer questions like those—and because neither general parenting magazines nor cultural groups tackle them, Asians parents and children tend to lead conflicted lives, hiding their true identities from their families—a fact South Asian Parent is committed to changing.

At South Asian Parent:

- **We encourage acceptance** by raising awareness and getting families talking about things they might otherwise avoid.
- **We unite families** by encouraging honest communication, offering ways to approach difficult conversations, and providing explanations behind various South Asian practices.
- **We strive to help people lead less conflicted identities and lives**, and be themselves without judgment and with confidence.

Our featured sections:

Inspire	cultural stories to explain traditions
Indulge	a collection of recipes, remedies and health tips
Dare	talk about all things taboo
Dream	about love, friendships and relationships
Discover	everything parenting

Although South Asian Parent targets first and second generation Asian parents, it also attracts a large readership of second generation young adults who are facing an identity struggle between their Asian values and their need to integrate into Western society.

Headquartered in London, South Asian Parent, C.I.C is a resource for Asian families committed to raising social awareness and fostering healthy family relationships.

For more information, visit southasianparent.com
or contact us at info@southasianparent.com

SOUTH ASIAN PARENT
Breaking boundaries. Uniting families.

ABOUT THE EDITOR



Uttama Patel

Founder and Editor of South Asian Parent

Journalist, psychologist, writer, educator, dreamer—and a believer that the only constant is change.

Graduating with distinction from the University of Cambridge with a Masters in Social and Developmental Psychology and holding a Bachelor of Science in Journalism from Northwestern University, Uttama embarked on her professional career. Her understanding of family dynamics developed from her varied experience as editorial assistant for Highlights, a multi-award winning youth magazine in America; as lead strategist, advisor and liaison between families and educators at a nursery in Abu Dhabi; and as founder and editor of South Asian Parent.

In her many roles, she continuously saw young adults hiding their true identities from their families, unable to navigate two cultures at the same time. She witnessed parents living dual lives, floating somewhere between past values and new ideas. She saw no in-between.

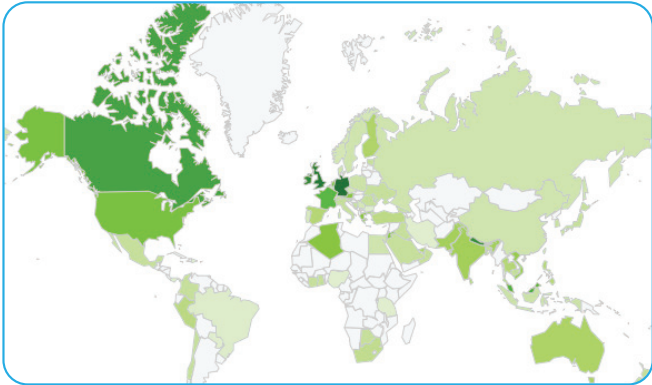
Realizing no resource existed to tackle these pervasive cross-generational and cross-cultural issues in her community and armed with a strong foundation in psychology and journalism and direct experience engaging with youth and parents across the world, Uttama took action and created a platform to open dialogue. From this was born South Asian Parent—the first online resource for Asian families caught between cultures and identities. Her goal: Breaking boundaries. Uniting families.

SOUTH ASIAN PARENT
Breaking boundaries. Uniting families.

OUR READERS

An average of 5 pages visited per visit.
Over 70% new visitors every month.

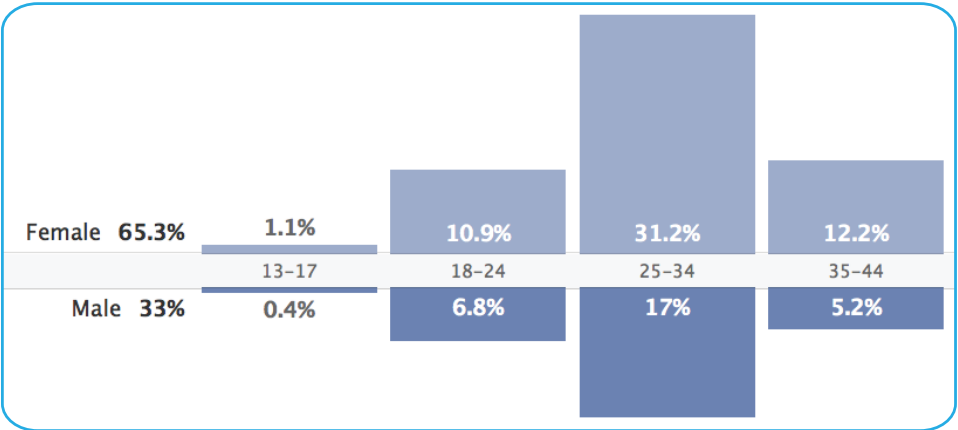
Where they come from



Top 5 countries

- 1. United States
- 2. United Kingdom
- 3. Canada
- 4. India
- 5. United Arab Emirates

Gender by age



Social Media Reach

