



For Immediate Release:

RAVE*SQ available at HUDSON NEWS First South Asian Magazine to Secure Major Distribution

Soul City Publications is proud to announce that its bi-monthly US magazine, RAVE*SQ, has secured major distribution in the US. RAVE*SQ is the first South Asian magazine available at all Hudson and Universal Newsstands.

RAVE*SQ is a niche lifestyle magazine that caters to hip, culturally savvy, spiritual and sophisticated individuals interested in South Asia. The magazine features exclusive interviews with personalities ranging from Mira Nair, to Apu from the Simpsons, the most famous South Asian in the world. In addition, it has regular features on fashion and accessories, health and wellness, food and drink, entertainment and travel.

RAVE*SQ's sister publication, RAVE [India], has been celebrating the beauty of Indian music and art since 2002 and is embraced by the Magazine Publishers of America, Vice President International, Mr. Charles McCullagh, as "a refreshing new music, culture and lifestyle magazine born in India but destined for success in America because its sensibility is global and contagious."

With acclaimed praise and international success, twenty-six issues and three years after the launch of RAVE [India], publisher Rishi Shah introduced the stylish South Asian publication to mainstream American media. "I started RAVE in India to create a premium platform by which to promote India's largely under acknowledged musicians and artists," explains Shah. "As word of RAVE's success spread, sophisticated and culturally aware South Asians living in the United States approached me to create a similar magazine for them. The demand for a US-based South Asian publication is extremely high, and its creation long overdue."

RAVE*SQ explores the personalities, art, media, fashion, food and destinations that define the South Asian experience. The magazine reflects its readers: artistic, entrepreneurial, trend setting, balanced and spiritual.

In its premier issue, RAVE*SQ featured a ten-page editorial fashion spread with model Saira Mohan wearing the latest collections from Lanvin, Chloe, Prada, Balenciaga, Valentino, and Marc Jacobs; interviews with Mira Nair and Ismail Merchant; articles by contributing editor Sundaram Tagore; and profiles on photographers, South Asian media moguls, upcoming artists, holistic living practices and travel destinations.

The magazine retails at \$4.95 with a yearly subscription rate of \$25.00. During the months of January, February and March, RAVE*SQ will support children affected by the tsunami by donating a portion of the proceeds from each subscription to UNICEF.

Celebrating the power and beauty of being South Asian, the timeless voice of RAVE*SQ can now be heard by millions around the US. The March/ April issue celebrates Women and features Oleg Cassini, talking about his days with Jackie O in India.

For more information on RAVE*SQ, please visit www.ravesq.com.

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*RAVE*SQ's board of advisors includes: Jerry Blair, Charles McCullagh, Lavelle Olexa, Aroon Shivdasani, Susan Shin and Barry Frey.*

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