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Dear Reader,

Many Americans are trying to live healthier lives, and African American women are no different. In fact, African American women are especially vulnerable to dangerous health concerns such as diabetes, but hectic work schedules and the “strong black woman” archetype often force them to put their health concerns aside and focus on others’ needs first. **THE NIA GUIDE FOR BLACK WOMEN: Choosing Health and Wellness (Agate, 1-932841-06-7, September 2005, \$12.95)** offers practical advice for black women seeking to address their health issues. The book covers a wide range of topics that affect women’s physical and spiritual health, from ten steps to healthier skin to recognizing depression to reducing cancer risks. Full of helpful facts about African American women’s unique health risks and frank discussions about lifestyle choices, personal hygiene, weight loss, and other important health-related issues, this book provides the useful insights black women of all ages need to be more healthy.

The story of Nia is the story of a journey begun by **Cheryl Mayberry McKissack**, the founder and CEO of Nia Enterprises, LLC. In the midst of a highly successful career as a technology executive (first with IBM, then with U.S. Robotics/3Com), she set out to take control of her own professional path in a way that would help other black women do the same. She founded NiaOnline.com, a community designed to provide empowering advice for overcoming workplace and lifestyle challenges unique to black women; to establish a forum to connect aspiring black women to one another; and to offer research services to companies that market to black families.

Nia is the Swahili word for “purpose,” and Nia’s purpose is rooted in establishing a network for black women to find strength and support through events like its Nia Leadership Summit Series, through online discussion, and through the Nia Guide for Black Women book series, of which this book is third. The first, **THE NIA GUIDE FOR BLACK WOMEN: ACHIEVING CAREER SUCCESS ON YOUR TERMS**, was released in October 2004, followed by the second, **THE NIA GUIDE FOR BLACK WOMEN: BALANCING WORK AND LIFE**, released in March 2005. More books in the series are due in 2006.

In addition to appearances in their respective hometowns (Ms. McKissack is in Chicago and Ms. Huggins in New York), the co-editors are available for phone-in interviews everywhere. I sincerely hope that you will contact me to set something up—I can be reached at 847.475.4457 or via seibold@agatepublishing.com.

With thanks,

Doug Seibold

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FOR IMMEDIATE RELEASE

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The Nia Guide for Black Women: Choosing Health and Wellness **Edited By Sheryl Huggins and Cheryl Mayberry McKissack**

**Announcing the third in a series of titles from the creators of
NiaOnline.com—the web’s premier community for black women.**

The Nia Guide for Black Women: Choosing Health and Wellness is a smart, practical, hands-on guide to personal well-being both inside and out. It’s full of useful advice for getting the most out of a doctor’s visit, losing weight and keeping it off, getting a good night’s sleep, and maintaining flawless skin and silky hair. It also includes an invaluable resource guide for all types of health-related websites. Readers will benefit from the perspectives of doctors, celebrities, and everyday women whose voices are represented in this work through their personal vignettes of struggle and success. It addresses such topics as:

- Recognizing and Preventing Diabetes
- Developing Good Habits to Last a Lifetime
- The Biggest Threat to Black Women’s Health
- Walking Your Way to Wellness and Weight Loss
- Simple Fixes for Fabulous Skin

A few of the many voices found in this work are those of comedian **Mo’Nique**; singer **Lalah Hathaway**; and the leadership of the **Black Women’s Health Imperative**, the Washington D.C.-based nonprofit organization devoted to improving the health of America’s black women and girls.

Nia means “purpose” in Swahili, and choosing better health will open the door to a happier, longer, and more purposeful life.

Sheryl Huggins is the editor-in-chief of NiaOnline.com. **Cheryl Mayberry McKissack** is the founder and CEO of Nia Enterprises, LLC, and NiaOnline.com. **NiaOnline.com** is a Chicago-based online community and research/marketing service dedicated to black women and their families.

***The Nia Guide for Black Women: Choosing Health and Wellness*, pp 196, 1-932841-06-7, African American Women-Health and Hygiene, September 2005**

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