**NEWS RELEASE DRAFT**

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BREAKING NEWS! BlackDoctor.org Reaches 1 Million Facebook Fans

*#1 health destination for African Americans proves Black health matters online and off*

CHICAGO (July 30, 2015) – Continuing the journey of leading the way for targeted and culturally relevant health information, BlackDoctor.org (BDO), the world’s most comprehensive online health resource for Black consumers, announced today it reached 1 million Facebook Fans. BDO is the first health website, ahead of WebMD, to reach this milestone on the dynamic social media platform.

An inspired and ecstatic Reggie Ware, Founder and CEO of BlackDoctor.org, commented, “Facebook, since Day 1, has been a home for us to have real conversations directly with our readers. We’ve earned their trust as *the* source for Black healthy lifestyle news and information.” Ware added, “The Facebook platform allows us to educate and engage with the people who need this information the most.”

BlackDoctor.org is an exciting mix of culturally-relevant heath tips and strategies on how to lose weight, exercise, lower cholesterol, manage diabetes, have healthy relationships, etc., plus news, features, recipes, exclusive celebrity interviews and blogs from some of the nation’s foremost thought leaders in health and wellness.

BlackDoctor.org’s total audience monthly reach is 14.4 million. A recent User Study indicated that:

* This audience voted BDO as the most trusted resource for their health information
* 90% impacted the healthcare decisions for their families, 49% impacted the health care decisions for their friends
* 53.6% stated that BlackDoctor.org has made them smarter about their health

Here’s praise from BlackDoctor.org’s active community of readers:

*"I genuinely enjoyed this article. Very well said and so true." - E. Campbell*

*"She broke down my problem for me in this video...overfilling my carb tank. Thank you for this information." - B. Gibbons*

*"Thanks for sharing a beautiful inspiration story of true love and support."  - E. Oropeza*

Today’s Black community has higher incidences of almost every major disease and condition, as well as shorter life spans. **As the** important primary destination that interprets Black health data, **BlackDoctor.org will continue to maximize its Facebook presence by being** a trusted, daily resource for healthier, happier living.

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**About BlackDoctor.org**

BlackDoctor.org (BDO) is the world's most comprehensive online health resource for Black consumers. With a monthly total audience reach over 14 million, BDO is the leading producer of targeted, culturally and clinically accurate health and editorial content for African Americans. BDO's users appreciate receiving health information in an environment they trust and in a language and context they understand. BDO also boasts the largest online database of Black physicians and dentists as part of its free doctor search tool and a medical expert panel, including many of the most respected and accomplished experts in their field. BDO also has strategic partnerships with leading organizations, such as the CDC, Johns Hopkins and the National Medical Association. Learn more about BlackDoctor.org at [www.BlackDoctor.org](http://www.BlackDoctor.org) and follow us on Twitter @BlackDoctor and Facebook at facebook.com/BlackDoctor.org.