



Queens Courier Establishes Outreach To Latin Population With Exclusive Spanish Edition

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The Queens Courier, a local Queens NY Newspaper offers breaking news, multimedia, reviews & opinions, business, sports, movies, travel, books, jobs, education, real estate, cars & more. We publish the only Queens community newspaper in Spanish El Correo de Queens, Queens Business Today, Queensborough magazine, HealthWise magazine, North Shore Towers Courier and a tourist magazine Key to Queens.

PR9.NET June 18, 2008 - Queens, NY - Queens Courier Establishes Outreach To Latin Population With Exclusive Spanish Edition.

The Queens Courier, the principle community newspaper for the borough of Queens, New York, is establishing a Spanish language edition. Building on their long established tradition of keeping the residents of Queens educated on their social, moral and community obligations, the Queens Courier has grown from a single weekly newspaper to 11 publications, ranging from tourist oriented publications, like the Key to Queens, to community health related issues (like Healthwise) to businesses publications dedicated to the unique needs of people in Queens.

Founded in 1985 by Victoria Schneps-Yunis, and John Toscano, the Queens Courier grew from the realization that more and more apartment owners were going co-op, owning their apartments and having the same vested stake in their community that homeowners would have. Dedicated to informing the residents of Queens about bond issues, educational and school issues, and shining the light of good journalism on the events of merit in the community, the Queens Courier has expanded from a two person operation to one with more than 50 employees and reporters.

The Courier has always been focused on the needs of the community, and with the changing demographics in Queens, which is now more than 26% and growing, the need to provide Hispanic residents with the same information that the English speaking majority proved to be a clarion call to Schneps-Yunis.

"We have long believed that it is the power of the press, to enact long lasting change, that keeps the sinews of our community strong. We are the lifeline between all of our neighbors, the fabric that their lives interweaves to make a group of neighbors into a community of citizens. Without a Spanish language newspaper, we were not serving a vital and important segment of our readers, until now."

In addition to listing events common to Queens, the Spanish edition (El Correo de Queens) covers Spanish language events, and gives advertisers looking to reach the Hispanic market an avenue that they're comfortable with. The aim is to make sure that all the important news reaches everyone who needs to be reached, regardless of the language they read or speak in their homes. El Correo de Queens can be found in all the locations that other editions of the Queens Courier can be found in – ranging from banks, to gymnasiums and pharmacies and supermarkets. With a total circulation of over half a million copies of each issue, the Queens Courier is one of the highest circulation community newspapers in the country.

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