

## Askmspopular.com Launches with a Solid Start

*The Trend Authority Has Arrived. 2009 brings new surprises as internet-magazine, askmspopular.com, officially hits the online world.*

**Jan. 12, 2009 - [PRLog](#)** -- 2009 brings new surprises as internet-magazine, askmspopular.com, officially hits the online world providing readers with a source to find new and upcoming trends in the topics of fashion and beauty, entertainment, lifestyle, gadgets and social events. Setting itself apart from the typical blog webpage, askmspopular.com provides an avenue for viewers to ask questions on the site's main topics while keeping readers abreast on popular ideas. Ms. Popular, the site's forefront character, hosts a team of expert writers who share popular trends in up-to-date informative articles, constantly keeping viewers in the know.

The persona of Ms. Popular is the know-it-all, yet friendly best friend with one motive: to aid the socially unconscious while updating the trend seeker. Catered to the 18-24 female demographic, creators Joy Huffman and Shani Harris saw a void in the market to probe past the typical information only website by engaging their viewers and offering a way to directly have reader's personal "what's popular" questions answered. Ms. Huffman, believes that "askmspopular.com allows viewers to be open and honest about their concerns to stay up-to-date on what's popular, instead of feeling embarrassed to ask their peers. Our goal is to make Ms. Popular the official 'trend authority.'"

Already gaining steam as the young 'dailycandy.com' with an 'askjeeves.com' flair, the website has received positive responses from top industry professionals including former Entertainment Editor of CosmoGirl, Rachel Chang, saying "...the site looks SO cute. Love the concept!" From the beautifully crafted pink layout to the uniquely named section tabs, askmspopular.com seeks to promote ground breaking ideas. "The site was created to engage the eye. I love looking at the site because of the lovely color combinations." Ms. Harris states.

The website is expected to reach high readership volumes, grossing over 100,000 unique visitors by May of 2009. Askmspopular.com is a product of Harris & Huffman, LLC.

Please visit [www.askmspopular.com](http://www.askmspopular.com) for more information or contact Joy Huffman at [joy@askmspopular.com](mailto:joy@askmspopular.com)

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| Source         | Joy Huffman  |
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