



Media Fact Sheet

About New Demographic

New Demographic is a diversity education firm dedicated to promoting relaxed, authentic, and productive conversations about race.

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Year Created: 2004

Co-Founder and President: Carmen Van Kerckhove

Services for Corporations, Non-Profits, Government Agencies, and Schools

New Demographic offers speaking, training, and executive coaching services to those organizations ready to go beyond Diversity 101 and jump-start a *real* conversation about race. For more information, visit <http://www.newdemographic.com/organizations>

Services for Diversity Professionals

New Demographic helps professionals involved with diversity work boost their careers by offering convenient and affordable professional development resources that are packed with relevant, current information. For more information, visit <http://www.newdemographic.com/individuals>

Free Podcast and Blogs

New Demographic promotes relaxed, authentic, and productive conversations about race and reaches over a quarter million people each month through its podcast and blogs:

Carmen Van Kerckhove <http://www.carmenvankerckhove.com>
Carmen's personal blog with musings on race, diversity, and life.

Racialicious <http://www.racialicious.com>
New Demographic's blog about the intersection of race and pop culture.

Addicted to Race <http://www.addictedtorace.com>
New Demographic's podcast about all things race.

Anti-Racist Parent <http://www.antiracistparent.com>
New Demographic's blog about race and parenting.

Media Contact:

Need more information for an upcoming story or wish to schedule an interview? Contact president Carmen Van Kerckhove at 917-657-3886 or carmen@newdemographic.com.