

SELF-PUBLISHED CHILDREN'S BOOK, *QUEEN OF THE CONCRETE JUNGLE* IS AN ODE TO NYC AND ITS MOMS

Written by first-time author, Erika London, "Queen of the Concrete Jungle" captures the magic of New York City through a child's eyes while celebrating the power of the quintessential NYC mom

NEW YORK, NY - APRIL 2021: Written by a serial entrepreneur and mom of two, Erika London, *Queen of the Concrete Jungle* is a colorful and creative children's book that was created for parents and children alike. Celebrating the strength and power of the quintessential New York City "mom" through the eyes of her child, the book highlights iconic New York City landmarks like Central Park, Times Square, the Brooklyn Bridge, the Flatiron Building, and the subway system through clever, punny, and extremely nostalgic writing and illustrations. The book bottles up the energy, inspiration and endless possibilities the concrete jungle has to offer.

Erika felt implored to write this book after making the tough decision to leave NYC. She moved to NYC at the age of 18 as an NYU student and never had any plans of leaving but moved from the Upper West Side to Long Island during the COVID-19 shutdowns to be closer to her family and have more space for her two children. Suddenly having to leave her city was a breakup she wasn't prepared for, stirred up a lot of emotions and Queen of the Concrete Jungle was born.

"I've been in a love affair with NYC my entire adult life and was blindsided by the breakup. NYC has gone through a lot this year and so have its moms. I hope this book captures the magic for any reader in a complicated relationship with NYC and what we all love most about living and parenting in it. As written in the book, NYC makes you feel crazy, it makes you feel whole. It makes you feel hungry, it feeds your soul."

Advisor, entrepreneur, investor, author and mom are just some of the hats Erika wears. As owner of hospitality group simplevenue that owns and operates unique food and beverage concepts across the East Coast (Sushi by Bou, Sushi Suite, etc), Erika pivoted during COVID when all of her businesses were shut down and co-founded WeShield, a medical supply company in April 2020.

One-hundred percent of proceeds from *Queen of the Concrete Jungle* will go to **Moms for Moms NYC**, an NYC registered 501(c)3 non-profit dedicated to providing assistance to single mothers in need throughout New York City. **Moms for Moms** provides diapers, wipes, infant clothing, baby bottles, blankets, feminine care products, self care items, and more through their distribution of postpartum recovery and newborn care packages to partner agencies across New York City.

Queen of the Concrete Jungle is available on [Amazon](#), and is illustrated by Mike Essa.
Digital Copy for review: <https://online.flippingbook.com/view/251647558/>

ABOUT THE BOOK:

Queen of the Concrete Jungle is a colorful and creative children's book (for parents) that captures the magic of New York City through a child's eyes while celebrating the strength and power of any mom who has ruled her kingdom of NYC and knows how hard it is to leave. This clever, punny and extremely nostalgic ode to New York City bottles up the energy, inspiration and endless possibilities of the concrete jungle and is a must have for any parent who has ever had a love affair with NYC. You'll lose yourself in the magic and find yourself reminiscing about your own favorite memories while realizing how unique and unbelievable day to day life in NYC is and how much of it is taken for granted. Inspired by the devastating events of 2020, this book acknowledges and celebrates the inspiring moms around us who have held it all together like real life superheroes and commemorates the greatest city in the world. This book is the perfect gift for any NYC loving mom in your life to celebrate her for the QUEEN that she is and remind her how much you love and appreciate her while being in awe of everything she does.

100% of all proceeds are being donated to Moms for Moms NYC - a 501(c)3 non-profit organization dedicated to providing assistance to single mothers in need throughout New York City. (www.momsformomsnyc.org)

ABOUT ERIKA LONDON:

www.erikalondon.com

Instagram:

[@erikalondon_](https://www.instagram.com/erikalondon_)

Erika London is a serial entrepreneur, investor, advisor and mom of two who is passionate about building businesses, creating brands and empowering women to thrive simultaneously in their personal and professional lives.

Most recently, Erika also became a first time author when she wrote the children's book, Queen of the Concrete Jungle, an ode to NYC which celebrates the power of every Queen Mom.

Erika is the Co-founder of medical supply company WeShield and Partner and President at hospitality group simplevenue. Erika started WeShield with her partners in April of 2020 to help supply front line workers with PPE when the hospitality industry was shut down. WeShield now supplies safety supplies to some of the largest government agencies (DLA, VA, NYCHA), hospitals and healthcare networks (Wellstar, Mt.Sinai, Planned Parenthood), retail and hospitality brands (GAP, Gucci, Hard Rock) in the US. WeShield is powered by a proprietary sales and marketing process and driven by AI and has quickly established itself as one of the leading suppliers in the industry.

Erika's company simplevenue is a hospitality group which owns and operates unique food and beverage micro-concepts within hotel and restaurant properties. The simplevenue portfolio features locations throughout NY, NJ, Chicago and Miami (Sushi by Bou, Sushi Suite, Sushi by Bae, SideBAR, etc). Her tenure in the hospitality industry includes overseeing the operations for dozens of NYC's most iconic and long-standing venues.

Erika also co-founded cityMANI, a company that modernized the antiquated nail salon experience with mobile manicures which was ultimately acquired by Elizabeth Arden Red Door Spa. Erika is currently an Advisor at workforce development organization Mindr which builds belonging at the world's leading workplaces. She is an NYU graduate and lives in New York with her husband and two daughters.

MEDIA CONTACTS

Brandsway Creative

Tara Ciccone, PR Director
TC@brandswaycreative.com

Kelly Lynne, Account Executive
KL@brandswaycreative.com

##