NEWS RELEASE

Rabble Rouse The World (212) 660-2245

Rabble@RabbleRouseTheWorld.com RabbleRouseTheWorld.com



Image: mllechatchat.com

For Immediate Release – November 4, 2012

Hipsters in New York unaffected by Hurricane Sandy

Williamsburg, NYC (RRTW) –Three days after Hurricane Sandy slammed into the East Coast causing damages from Main to the Confederate South, New Yorkers have spent the past week recovering their lives. Halloween didn't come for many in New York this year. But one group of New Yorkers, *hipsters*, were mostly unaffected by the storm.

Though 0% of New Yorkers admit to being a hipster, experts estimate that 20% of New Yorkers in their 20-30s are likely hipsters. The Urban Dictionary defines a hipster as "a subculture of men and women typically in their 20's and 30's that value independent thinking, counter-culture, progressive politics, an appreciation of art and indie-rock, creativity, intelligence, and witty banter."

Hipsters define the Urban Dictionary as, "something they don't care about because no one uses the Internet anymore and I'm more concerned with a book as a physical object than I am keeping up with the ever changing trends of defining things and how can we every really define anything anyways since definitions are fluid and ever changing?"

While places like Manhattan, Staten Island, Rockaway Island amongst others have been without power, water and groceries, place like Williamsburg, gentrifying parts of Bushwick, Bedsty, and more mature hipster neighborhoods like Park Slope, have been mostly unaffected, where an impromptu week off work has led many to a week of carnival like "raging" behavior that has caused of PBR shortages throughout Brooklyn.

One Williamsburg resident said speaking of the victims of the storm, "It really sucks, yeah I guess, for a lot of people, and it's not that I don't care about them, it's just that I have gotten to a point in my life where nothing affects me, so I can't really care about anything, because that would mean I had attachments, and going through life with attachments is like carrying this burden with you every where you go."