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Biz Talk Today TV Announces New Program “Trader’s Code with Danielle Shay” Debuting from The New York Stock Exchange

New York, NY / Washington, DC – August 25, 2025 – Biz Talk Today TV, a division of CrossCheck Media, is proud to announce the launch of its newest program, *Trader’s Code with Danielle Shay*, premiering Thursday, August 28th, from the iconic New York Stock Exchange. The debut episode will feature an in-depth conversation with Jeffrey Hirsch, Editor-in-Chief of *The Stock Trader’s Almanac*, as he shares time-tested insights into market cycles and trading strategies.

Hosted by Danielle Shay, a widely respected trader, market analyst, and Vice President of Options at Simpler Trading, *Trader’s Code* is designed to empower investors of all levels with actionable strategies, expert perspectives, and a deeper understanding of what drives the markets.

“This show is all about giving traders and investors the confidence to decode the markets and trade with clarity,” said Danielle Shay. “Launching from the floor of the New York Stock Exchange makes this debut even more special, and I couldn’t be more excited to welcome Jeffrey Hirsch as my first guest.”

Biz Talk Today TV, owned by CrossCheck Media, continues to expand its lineup of innovative programming covering finance, politics, sports gambling, and travel. *Trader’s Code with Danielle Shay* will also be available in audio format on 14 leading podcast platforms worldwide, including Apple Podcasts, iHeart, and Spotify.

“Danielle Shay is one of the most respected voices in trading today, and we are thrilled to welcome her to the Biz Talk Today TV family,” said Todd M. Schoenberger, CEO of CrossCheck Media. “Her expertise and ability to make complex strategies easy to understand will make *Trader’s Code* a must-watch show for anyone who wants to succeed in today’s markets.”

For more information on *Trader’s Code* with Danielle Shay and other Biz Talk Today TV programming, please visit BizTalkTodayTV.com.

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