

FOR IMMEDIATE RELEASE

Natural Home Magazine Re-launches as *Natural Home & Garden* in 2005

New Management Team Moves In to Kick-off Re-launch

Loveland, Colo., November 29, 2004: *Natural Home* magazine, published by Interweave Press, Inc., announced today that it is expanding its name to *Natural Home & Garden* and celebrating a re-launch with the March/April issue, on newsstands February 22, 2005. *Natural Home & Garden* will have a new face and a refreshed editorial direction with more articles about inspiring gardens, outdoor living spaces and cooking and entertaining the organic way.

"Whether the tag is "eco-friendly," "organic," or "green," natural living is going mainstream in a big way," said Linda Ligon, president of Interweave Press. "And, *Natural Home & Garden* is the magazine that understands that people are striving to live healthy, balanced and natural lifestyles—all of which start at home."

"Five years ago, this magazine started with a mission to help concerned citizens reduce the footprint they left on this earth. We edited for a small market of eco-friendly consumers, giving them a strong focus on the hows and whys of sustainable housing," said Ligon. "Now with the growth of interest in natural living in the marketplace, *Natural Home & Garden* can capitalize on these trends, expanding its name and editorial coverage to encompass the boundless number of activities that are taking place inside as well as outside the home."

"We're creating more accessible points of entry," said Editor-in-Chief Robyn Griggs Lawrence. "We've reduced the number of feature articles about off-the-grid, costly "dream" homes and have added more tips to help consumers constantly improve their homes in small ways so that their healthy lifestyles are always evolving. We want people to see that they don't need to spend a fortune or start all over to make their homes healthier and easier on the environment. The idea is to assist today's consumers as they become more conscious."

To help strengthen management's objectives, Ligon has brought on a new team of talented individuals to help her accelerate the growth of *Natural Home & Garden*. Susan McNamee has been named Publisher effective immediately. McNamee was the former VP-sales at *Yoga Journal*, where she managed the successful re-launch of the magazine, and was VP-sales at Conscious Media, Inc., where she was Publisher of *Gaiam Lifestyle* and *LOHAS Journal*.

Polly Perkins of AdMedia Partners also has come on board as General Manager, overseeing the re-launch and redesign. Perkins is a specialist who has been involved with the launch or re-launch of magazines such as *Connoisseur*, *Elle Décor*, *SportsTraveler*, *Sport*, *Golf Digest For Women* and *Yoga Journal*.

Perkins, who teamed up with Anthony D'Elia in the re-launch of *Sport*, has brought him and his team at Big Designs in to oversee the facelift of *Natural Home & Garden*.

All of these changes are stepping stones to amplifying *Natural Home's* presence in the market. "We can now focus on the growth opportunities at hand," said Ligon.

About *Natural Home & Garden* – Living Green, Living Well

Living "green" doesn't mean giving up quality or style. *Natural Home* launched in 1999 just ahead of the curve and has built a highly loyal readership as the only shelter publication that is devoted to creating a natural, healthy lifestyle. *Natural Home & Garden* provides practical ideas, inspiring examples, and expert opinions about healthy, ecologically sound, beautiful homes and outdoor living spaces. Its message is stronger than ever as people turn to making their homes sustainable and healthy havens for their families. About 30 percent of U.S. adults—more than 63 million consumers—now purchase goods and services with a nod toward the products' health, environmental, social justice and sustainability value. The marketplace, worth \$227 billion a year, is expanding at a healthy pace and is projected to reach \$1 trillion annually by 2020.

About Interweave Press: In business since 1975, Interweave Press (www.interweave.com) is one of the country's leading publishers of magazines and books related to crafts and natural living. Interweave is publisher of seven magazines, *Interweave Knits*, *Beadwork*, *Natural Home & Garden*, *Piecework*, *Spin-Off*, *Handwoven*, and *Fiberarts*. Interweave Press also owns an interest in *ReadyMade* magazine. Additionally, it has a rapidly growing book-publishing program with more than 150 books in print. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for "doing," and an appreciation of the fine, simple things in life.

SOURCE: INTERWEAVE PRESS, INC.

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