

# Lauren Purcell Named Editor-In-Chief of Everyday With Rachael Ray

NEW YORK, Dec. 16, 2011 [PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP, [www.meredith.com](http://www.meredith.com)) announced today that it has named Lauren Purcell as Editor-in-Chief of *EveryDay with Rachael Ray* magazine, effective January 9, 2012.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Purcell will be responsible for overseeing editorial content for the magazine, published 10 times a year and reaching 7.4 million readers, as well as the robust [www.rachaelraymag.com](http://www.rachaelraymag.com) website. She will report to Linda Fears, Editorial Director, Meredith Food Content, and Editor-in-Chief of *Family Circle*.

Purcell joins *EveryDay with Rachael Ray* from *Self* magazine, where she served as Executive Editor. She began her career at *Self* serving as a Senior Health Editor and held several positions in her tenure with the magazine, including Articles Editor and Deputy Editor. Her career also includes working at leading titles such as *Mademoiselle*, *American Health*, and *Harper's Bazaar*.

In addition, Purcell is the co-author of several food and entertaining books including *Cocktail Parties*, *Straight Up! Easy Hors D'oeuvres*, *Delicious Drinks and Inspired Ideas for Entertaining with Style* (John Wiley and Sons), and *Secrets to Confident Entertaining*, a highly popular digital brand.

"Lauren's more than 15 years of experience editing lifestyle magazines, coupled with her enthusiasm for our space, made her the right person to help grow and steer *EveryDay with Rachael Ray* into this new and exciting phase of the magazine's evolution," says Rachael Ray. "We are thrilled to welcome Lauren to our family and team."

"Lauren brings an intimate knowledge of American women's lifestyle, food, and entertaining interests, and a vision and understanding on how to reach them across multiple platforms," says Tom Witschi, EVP, National Media Group, who oversees The Women's Lifestyle Group at Meredith. "We are confident that Lauren will further expand the magazine's leadership and voice in the marketplace."

Purcell begins her new role following the completion of the brand's acquisition by Meredith in October. Meredith also recently named Christine Guilfoyle as the Publisher of *EveryDay with Rachael Ray*, overseeing all advertising related business for the brand. Guilfoyle was the original launch Publisher for the award-winning title. The first Meredith-published edition of *EveryDay with Rachael Ray* will be the February issue, available on newsstands beginning January 29, 2012.

Purcell holds a Master's Degree in Journalism and Mass Communication from University of North Carolina, Chapel Hill, and a Bachelor's Degree from Duke University. She currently resides in New York City and will be based in Meredith's New York offices at 805 Third Avenue.

## **About Rachael Ray**

Rachael Ray is best known as the host of the hit syndicated Emmy Award winning daytime television show "Rachael Ray" produced by CBS Television Distribution in association with Harpo Productions, Scripps Networks and Watch Entertainment. Rachael's warmth, energy, and boundless curiosity also reaches scores of fans through her popular Food Network shows, bestselling cookbooks, her own line of cookware created by Meyer, knives by Furitechnics, signature food ingredients by Colavita and lifestyle magazine *EveryDay with Rachael Ray*. In 2007, Rachael launched the Yum-o! organization, a nonprofit organization dedicated to empowering kids and their families to develop healthy relationships with food and cooking. In 2008, she partnered with Ainsworth Pet Nutrition to create a line of pet food of which all her proceeds are donated to organizations that help animals in need. For more information, visit [www.rachaelray.com](http://www.rachaelray.com)

## **About Meredith Corporation**

Meredith Corporation is the leading media and marketing company serving American women. Meredith features multiple well-known national brands – including Better Homes and Gardens, Parents, Family Circle, Ladies' Home Journal, Fitness, More, American Baby and EveryDay with Rachael Ray – along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, online, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. Meredith has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge companies in areas such as digital, mobile, social, experiential, healthcare and database marketing.

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For further information: Patrick S. Taylor of Meredith Corporation, +1-212-551-6984

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