

# Jessie Price Promoted to Editor-In-Chief of EatingWell

**NEW YORK, NY/SHELBURNE,VT (September 23, 2013)**– Meredith Corporation (**NYSE:MDP**), the nation's leading media and marketing company serving 100 million American women, announced today that Jessie Price has been promoted to Editor-in-Chief of *EatingWell*, effective immediately. In this role, Price will oversee content across all of *EatingWell's* media platforms including the magazine, books and digital extensions of the brand. She will report to Tom Witschi, EVP/President, Meredith Women's Lifestyle Group.

Launched in 2002, *EatingWell* is a fast-growing media brand delivered over multiple formats. In addition to its flagship bimonthly magazine with a 4.1 million readership and 750,000 circulation, *EatingWell* also has a vibrant website, with an average of over 5 million unique visitors a month, a growing fan base on social media, over a dozen books in print and a robust licensing program. In the last two years *EatingWell's* editorial excellence has been recognized by a range of prestigious organizations winning two James Beard Awards; 2 IACP Bert Greene Awards; and an American Society of Journalists and Authors (ASJA), Outstanding Article Award.

Price began her career with *EatingWell* in 2003 testing and developing recipes for the brand. She joined the editorial team full time in 2004 as an Assistant Food Editor. Her work initially focused on recipes but she quickly took on more responsibilities, writing a wine column, feature stories and contributing to photo shoots. By 2008 Price was promoted to Deputy Editor of Food and was responsible for directing all food content for the brand including the magazine, the website and *EatingWell's* cookbooks.

"Jessie has been a great asset to our team for nearly a decade where she has developed a tremendous understanding for food journalism and passion for the *EatingWell* brand," says Witschi. "We feel confident that she will be a strong leader for the content team, bringing fresh insights and ideas across the brand's broad range of platforms."

He adds that "Jessie and publisher Steve Bohlinger will present marketers with *EatingWell's* unique health, food and nutrition-focused message that aligns with the brand's mission to make healthy eating a way of life."

Price has appeared on numerous national and local television shows including *The TODAY Show*, TV Land's *Best Night In*, NBC's *Today in New York*, and CBS *2 Morning News*. She is also the author of seven *EatingWell* cookbooks including the James Beard Award winning *The Simple Art of EatingWell* and most recently, *EatingWell One-Pot Meals*.

She began her professional experience with food as a cook at restaurants in Colorado and California, including the Relais and Chateaux, Home Ranch.

Price has a Bachelor of Arts in Art History from Williams College. She will continue to be based in the

*EatingWell* offices in Shelburne, VT.

-more -

### **About Meredith Corporation**

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) 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, Allrecipes, Ladies' Home Journal, Fitness, More, American Baby, EveryDay with Rachael Ray and FamilyFun – 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, food, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, digital, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

### **About Eating Well**

Launched in 2002, *EatingWell* is a leading source of science-based nutrition advice; inspiring articles about food, farms and cooking, delicious and healthy recipes and useful shopping information.

*EatingWell* is fast-growing multi-media brand that focuses exclusively on the expanding healthy-eating sector and its mission is to make healthy eating a joyful way of life. The brand has rapidly diversified from producing its flagship bimonthly *EatingWell* Magazine (which now reaches more than 4.1 million readers) to multiple formats, including a content-rich website ([www.eatingwell.com](http://www.eatingwell.com)) which reaches close to 5 million unique visitors a month, content and brand licensing, custom publishing, as well as consumer cookbooks and health books.

###

For further information: Contacts: Carrie Carlson/212.551.7053; [carrie.carlson@meredith.com](mailto:carrie.carlson@meredith.com)

---

<https://news.people.inc/2013-09-23-Jessie-Price-Promoted-to-Editor-In-Chief-of-EatingWell>