

Martha Stewart Living Launches "Change The Day" Campaign

NEW YORK, March 1, 2018 /PRNewswire/ -- The award-winning magazine *Martha Stewart Living*, which is published by Meredith Corporation (NYSE: MDP; meredith.com), is thrilled to announce the launch of "Change the Day," a cross-platform campaign.

Led by Editor in Chief Elizabeth Graves, "Change the Day" highlights a major initiative each month, including clean water, energy efficiency, wellness, and more. The initiatives are designed to teach and inspire people to live cleaner, greener, healthier, and happier lives—and show them a few small steps and new habits can have a big impact on their home, their well-being, and even the planet as a whole.

"*Martha Stewart Living* has always set out to make life better for our audience," Graves says. "In the same spirit that we've championed American Makers, we want to highlight those innovative people and organizations that are working tirelessly to help improve the way we live in every way."

In the April issue of *Martha Stewart Living*, the "Change Maker" column makes its debut. It will feature inspiring individuals and organizations working vigorously to make a positive and tangible impact on the world. The magazine features Lauren Singer, a zero-waste advocate. Singer shares her daily tactics for dramatically reducing her trash output.

"We don't expect everyone to go zero-waste off the bat, but Lauren offers so many easy and attainable things that we can actually do," Graves says. "The average American generates more than five pounds of garbage a day, and cutting that down by any degree is impactful."

To turn these ideas into action, readers have the opportunity to take a pledge each month at MarthaStewart.com, and thereby become part of a movement to make an even bigger impact. The **first pledge is to minimize trash at lunchtime**—whether that is passing on the plastic takeout bag or keeping metal/bamboo utensils handy—these are simple and impactful changes. Each pledge is also shareable, and can be found on social platforms, using the hashtag, #ChangeTheDay.

Throughout every month, consumers can visit MarthaStewart.com's "Change the Day" hub and find **additional content**, original videos, and sign up for a newsletter to continue to learn new tips, and stay connected with the progress of each campaign. The site will also feature "Companies that Care," highlighting organizations that are making strides to help consumers live better.

ABOUT MARTHA STEWART LIVING

With 8 million monthly readers, *Martha Stewart Living* has elevated the everyday of consumers for more than 25 years now. From expert advice to original ideas, *Martha Stewart Living* always provides readers with inspiration to live a more beautiful life. With over 66 million monthly page views on marthastewart.com and 13.5 million monthly social followers, the brand attracts a vast audience of curious and enthusiastic consumers. Additional information about MSL is at www.marthastewart.com.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; meredith.com) has been committed to service journalism for more than 115 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.


Meredith's National Media Group reaches nearly 200 million unduplicated American consumers every month, including 85 percent of U.S. Millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, home, parenting, beauty, fashion, news and sports. Meredith also features robust brand licensing

activities including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. and at [walmart.com](https://www.walmart.com), as well as innovative business-to-business marketing solutions provided by Meredith Xcelerated Marketing.

Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 and 13 in Top 50 markets. Meredith's stations produce more than 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation

For further information: Liz Malone, Senior Publicist, Martha Stewart Living, The Magnolia Journal, 212-551-7172, liz.malone@meredith.com

Additional assets available online:  [Photos \(1\)](#)

<https://news.people.inc/2018-03-01-Martha-Stewart-Living-Launches-Change-The-Day-Campaign>