

# GARDEN & GUN

## **For Immediate Release**

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### ***Garden & Gun Magazine nationally recognized*** ***Noted distinction for Best Editorial Direction and Hottest Magazine Launch***

**November 21, 2007 – Charleston, SC** – *Garden & Gun* magazine was honored with two prestigious awards including “Top Editorial Team” at a luncheon hosted by min Magazine (Media Industry Newsletter). *G&G* was also named the “Second Hottest Launch” of the year out of over 700 new titles, the top 15 of which were honored at the min Award’s annual New York luncheon held at Tavern on the Green, saluting magazine leaders, innovators, and brand builders.

Courtney Barnes, Editor, PRNews and co-editor, min Magazine stated that in the last year alone, there were more than 700 new titles to consider. “We look at all of these new publications to judge the most viable and valiant launch efforts; “*Garden & Gun*” was a clear favorite based on its enterprising concept,” she said.

“A hot launch is all in the conception,” explained Dr. Samir Husni, who chairs the Journalism Department at the University of Mississippi and is known as “Mr. Magazine”. “The three V’s are what I look for in a magazine: vision, values and voice. These elements are what deserve the honors and awards, (this is) well deserved for *Garden & Gun*.”

Before an audience studded with 300 media celebrities (the event also recognized the industry’s 21 most interesting people), *Garden & Gun* president & publisher Rebecca Darwin thanked the editorial, marketing and sales teams, vowing to be back again next year with a new magazine. Later Darwin mused that the runner-up award was particularly “sweet” given that the winning title, media giant CondeNast’s *Portfolio*, was driven by a highly seasoned magazine publishing house with vast resources.

“It was quite an honor.” said Pierre Manigault, chairman of Evening Post Publishing, which owns *Garden & Gun*. Manigault, along with Evening Post President Andy Anderson were in attendance at the luncheon to show their support for the newest Evening Post Venture.

*Garden & Gun*, a publication of the Charleston, SC-based Evening Post Publishing Company is a lifestyle magazine with an unprecedented territory: the Southern US and the Caribbean.

For more information, please visit [www.gardenandgun.com](http://www.gardenandgun.com). For interview requests or questions about the magazine, please call Sharon Bruner at 843-795-1195.

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