

MEREDITH VIEIRA TO CO-HOST TRADITIONAL HOME MAGAZINE'S CLASSIC WOMAN AWARDS IN NYC

Winners Featured in the November 2005 "Classic Woman" Issue

September 7, 2005 (NEW YORK) - Traditional Home Editor in Chief Ann Omvig Maine, along with co-host Meredith Vieira, will host the magazine's premiere Classic Woman Awards gala in New York City on September 29. The event honors recipients of the magazine's first-annual Classic Woman Awards, a signature program that celebrates the spirit of volunteerism by recognizing standout charitable women from across the country. These women will also be featured in the magazine's November 2005 "Classic Woman" issue.

In the magazine's April issue, Maine invited Traditional Home's 4.2 million readers to nominate a woman who is making a positive difference in her community. The magazine's editorial staff and the judges pored through the nominations to choose six women who truly are changing the world one day, one person at a time.

"There's a synergy between the Classic Woman Award and the readers of Traditional Home," says Maine. "Many of the women who read our magazine-and, in fact, many of the women whose homes we feature-are connected and involved. They're dedicated volunteers who give unselfishly to a variety of programs and organizations in their communities. Our Classic Woman Awards program is our way of giving back, and Meredith Vieira, with her numerous philanthropic commitments, is a perfect co-host." Vieira is currently working with Traditional Home on the design of her new home.

"Choosing just six women was not an easy feat, but it was an inspiring one," Maine adds. "We're looking forward to celebrating many more amazing women through this program in years to come."

Traditional Home Classic Woman Awards honorees and their causes are: Kathleen Hummel, St. Louis, MO (Our Little Haven); Sue Bakke, Madison, WI (The Foundation for Madison's Public Schools); Billi Gosh, Brookfield, VT (The Vermont Women's Fund); Robin Ferst Howser, Madison, GA (Ferst Foundation for Childhood Literacy); Lula King, New York, NY (Harlem Hospital Dance Leadership Program); and Marilyn Shuler, Boise, ID (John Shuler Fund of the Idaho Department of Health & Welfare).

The six women will receive a 3-day, 2-night trip to New York City, where they will be honored at the Classic Woman Awards reception at Westside Studios. In addition, each honoree's chosen cause will receive a contribution from Traditional Home, plus proceeds from a silent auction to be held at the event and for two weeks after on www.ubid.com. The women will also be featured in the magazine's November 2005 issue alongside other philanthropic women such as Stacey Winkler (wife of actor Henry Winkler), chef Stephanie Sokolove, Tipper Gore, furniture designer Amy Howard, child development expert Jeanne Brooks-Gunn, interior designer Sheila Bridges, producer/director Donna LaPietra, and model Cheryl Tiegs.

A Diamond is Forever, sponsor of the Traditional Home 2005 Classic Woman Awards, provided diamonds to the six honorees for the magazine's photo shoots, and will also play a role at the September 29 event. Other event sponsors include Cornelia Day Resort, Four Seasons Hotel New York and Designers Co-op.

Network for Good, an online database which connects donors and volunteers with charities, will create a custom Traditional Home Classic Woman Awards page (www.networkforgood.org/traditionalhome) that will go live the night of the event. The site will feature the six causes represented by the Classic Woman Awards honorees and the November issue of the magazine will drive readers to the site so that they can donate.

The "Classic Woman" November issue of Traditional Home hits newsstands on October 4. Meredith Vieira's newly designed house will be featured in a 2006 issue of the magazine.

About Traditional Home

Traditional Home (www.traditionalhome.com), an upscale design and decorating publication targeting affluent readers that combines classic taste and modern style, has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, the magazine is the largest upscale shelter magazine in the country, has a circulation of 950,000, and is published eight times a year. Traditional Home was recently named one of the Most Notable Magazine Launches of the past 20 years by MIN magazine.

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