



PRESS RELEASE

Silk Purse Women Magazine Founders Appear on Regional Cable Television Show-*Women in Mind*-Speak to the Power of Women Over 40

Wayne, NJ—November 3, 2008— *Silk Purse Women* magazine's co-founders Lorraine LaShell and Christine Spear, will appear during the month of November on a popular regional Cable TV show called *Women in Mind*. Airing in Morris, Warren and Sussex counties, the segment, "Powerful Women Over 40," will broadcast on Comcast, Port Murray, Channel 21, Wednesdays 5:30 PM; Cablevision, Randolph, Tuesdays, 6:30 PM; and STVC, Sussex, Channel 44, Saturdays, 9:00 AM and Mondays, noon.

Interviewer Deborah Diamond Fisch, Psy. D, director of the North Jersey Women's Center, will speak to LaShell and Spear, former senior account managers, who left the ad world and pursued a mission to make life's journey more fun and easier for a group of like-minded women over 40. According to LaShell and Spear, these women are doing amazing things to reinvent themselves—and in the process, are achieving benefits not only for themselves but also for society.

Silk Purse Women, with its *Powerful, Over 40 and Amazing* tagline, is a quarterly publication that addresses topics that cover a range of issues for women such as financial planning, health and style, care giving, community outreach and diversity. "We are pleased to tell our story on *Women in Mind*, especially at a time when we are expanding our readership into Warren County," say LaShell and Spear, who note the magazine has a readership base that extends from Northern New Jersey to Monmouth and parts of Mercer Counties.

Spear, *Silk Purse Women* editor-in-chief, describes the publication as a "regional *More* magazine. Nothing has been done to provide information and insight to this over-40 demographic on a local level," Spear says.

"In addition, the magazine gives women who own small businesses an opportunity to get their message heard by women in major corporations," says LaShell, *Silk Purse* publisher and executive vice president.

Despite a regional base, *Silk Purse Women* showcases nationally prominent people. Recent issues featured former *Good Morning America* co-host, Joan Lunden; former New Jersey Governor and Administrator of the U.S. Environmental Protection Agency Christine Todd Whitman; and actress- turned-motivational-author-and-speaker Suzanne Sommers. The upcoming issue will feature Jean Chatzky, best-selling author, motivational speaker and financial editor for NBC's *Today*, contributing editor for *More Magazine*, columnist for *The New York Daily News*, and a contributor to *The Oprah Winfrey Show* and host of a daily show on the XM radio's Oprah & Friends channel.

Fisch describes *Silk Purse Women* as "quite a magazine," and says she admires LaShell and Spear for their accomplishments in evolving over five years from a cottage industry

enterprise—*Silk Purse Women* started as a grassroots publication printed out of Spear's basement—to a full-blown magazine that has the power of the media behind it.

LaShell and Spear indicate they continually turn to other professionals who share their expertise, and work with a team of freelancers who bring distinct talents, styles and viewpoints to the table. They have grown the number of pages dramatically and sport advertisers representing national brands. In addition, LaShell and Spear have applied for Silk Purse certification as a Women's Business Enterprise, which is "opening a lot more doors for them."

In the future, LaShell and Spear indicate they will continue to increase the size and distribution of the magazine. They will also find more innovative ways to use the Internet to reach even more women.

Silk Purse Women is a quarterly publication and website for women over 40, read by more than 65,000 women. The magazine's pages are filled with information on such topics as professional challenges and successes, philanthropic opportunities, care giving tips, living longer healthier, and much more.

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