

MIDWEST LIVING MAGAZINE TO LAUNCH SEARCH FOR THE GREATEST MIDWEST TOWN #MLGreatestTown

***First-Ever Social Media-Based Program for the Greatest Town in the Midwest
Kicks Off November 1***

DES MOINES, IA (October 20, 2015) – *Midwest Living*, the bi-monthly lifestyle brand that celebrates the richness of life in the heart of the nation, is launching its first-ever search for the greatest town in the region, beginning with social media-based photo submissions on Nov. 1, 2015.

By using the hashtag #MLGreatestTown, or by visiting MidwestLiving.com/GreatestTown, readers can nominate their town to become one of 10 finalists. Whether it's for endless outdoor adventure, thriving music scenes, picture-perfect landscapes, or award-winning restaurants, great towns across the region will grab the attention of *Midwest Living*'s wide-reaching audience as part of this exciting reader-voting program.

"We're tapping our passionate audience to tell their own story," says *Midwest Living* Editorial Content Director Trevor Meers. "This is a chance for everyone to help their town earn its due recognition, whether they're a loyal resident, a long-time visitor, or a tourism or economic development official seeking to put a spotlight on what their community offers."

After *Midwest Living* editors choose 10 finalists from the readers' nominations, they'll invite Midwesterners and non-Midwesterners alike to visit MidwestLiving.com/GreatestTown to vote on their favorite town through February 2016. The winning town will be featured in the cover story of the July/August 2016 issue and celebrated at an on-site cookout hosted by Meers and *Midwest Living* VP/Publisher Mark Josephson.

The Greatest Midwest Town program is the latest in a series of innovative initiatives from *Midwest Living* that includes a new look and tone that debuted with the September 2015 issue, celebrating the energy, attitude and cultural relevance that Midwesterners already know put this region at the center of many national trends. For more information, please visit www.MidwestLiving.com.

ABOUT MIDWEST LIVING

Midwest Living magazine (www.midwestliving.com), published by Meredith Corporation (NYSE: MDP), is a regional publication that celebrates the richness of life in the Midwest. Founded in 1987, the magazine is dedicated to providing its readers with a wealth of region-specific information and inspiration, focusing on travel and events, food and dining, and home and garden, as well as other editorial content categories. *Midwest Living* magazine, which reaches 4 million readers, is published bi-monthly and has a rate base of 950,000.

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