



**MIDWEST LIVING READERS NAME TRAVERSE CITY, MICHIGAN
THE WINNER OF THE GREATEST MIDWEST TOWN #MLGreatestTown**

**First-Ever Social Media-Based Program for the Greatest Town in the Midwest
To Feature Winner In the July/August 2016 Issue**

DES MOINES, IA (March 9, 2016) – After months of town nominations and nearly 150,000 online votes, *Midwest Living* and its readers have named Traverse City, Michigan, the Greatest Town in the Midwest. To celebrate, Traverse City will be featured in the cover story of the July/August 2016 issue and an on-site community event hosted by Editorial Content Director Trevor Meers and the magazine’s publisher Mark Josephson.

This past November, readers nominated their town with social media-based photo submissions, by using the hashtag #MLGreatestTown or by visiting MidwestLiving.com/GreatestTown. From those submissions, 12 finalists caught the attention of the magazine’s editors for criteria like endless outdoor adventure, thriving music scenes, picture-perfect landscapes, or award-winning restaurants. Readers were then invited to vote online for their favorite town through February 29, 2016. During this period, finalists used local news outlets and social media outlets to rally their communities to vote on *Midwest Living’s* website.

“We are thrilled by the outstanding reader response and feedback The Greatest Town program has received,” said publisher Josephson. “Midwesterners mobilized behind their towns, celebrating the attitude and cultural relevance of their hometowns by promoting residents to get online and vote,” added Editorial Content Director Trevor Meers.

Sponsors of the Greatest Town include TimberTech and James Hardie. 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. 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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