

FOR IMMEDIATE RELEASE

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USA WEEKEND Announces Two Hires in Advertising Sales

New York, N.Y. – USA WEEKEND Magazine announces today that Lisa Baker and Perri Kowalsky have joined the national sales team as Senior Account Executives. Baker is in Los Angeles, and Kowalsky is in New York.

Baker is responsible for Western territories, with a primary focus on entertainment accounts, managing all home entertainment, network/broadcast and cable clients. Previously, she was West Coast sales director at Penthouse Media Group. Baker was also an account manager at James G. Elliott Co., where she oversaw business for *Soap Opera Digest* and *Soap Opera Weekly*. She has a B.S. in marketing from Ferris State University in Michigan.

Kowalsky is responsible for the mid-Atlantic territory, as well as other key assignments in New York. Formerly, she was East Coast advertising manager at *Wine Spectator* and *Cigar Aficionado* magazines. Kowalsky also held positions at *Fitness* and *Rosie* magazines. She has a B.A. in communications from Boston University.

“Lisa’s and Perri’s extensive media background and key industry knowledge will greatly benefit our clients,” said Chuck Gabrielson, Publisher. “We are excited to have them on board and look forward to the contributions that their expertise will lend to USA WEEKEND’s continued growth.”

USA WEEKEND is a national weekly magazine distributed in more than 600 newspapers. Awarded for its journalism and design, USA WEEKEND and usaweekend.com focus on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. USA WEEKEND is a publication of Gannett Co., Inc.

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