

FOR IMMEDIATE RELEASE

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USA WEEKEND Magazine Announces Two Hires in Advertising Sales

New York, N.Y. – USA WEEKEND Magazine announces today that Hilary Witzleben and Patrice Alvey have joined the national sales team as Account Executives. Witzleben is in Chicago, and Alvey is in Los Angeles.

Witzleben is responsible for the Texas, Oklahoma and Louisiana territories as well as assignments in Chicago. For the past five years, she worked at Starcom Worldwide as a media supervisor for Luxottica, Heinz, Del Monte and America's Beef Producers. Witzleben has a B.S. in Human and Organizational Development and in Communication Studies from Vanderbilt University.

Alvey is responsible for the Southern California, Nevada and Salt Lake City territories, with a primary focus on the successful growth of core entertainment accounts as well as pharmaceutical, travel and retail clients. Previously, she held director positions at the *Beverly Hills Courier* and *Malibu Magazine*. Alvey also worked for MediaNews Group and major magazine publishers, including Nielsen Business Media Inc. and Advanstar Communications. She has a B.S. in Business Administration from Oakland University in Michigan.

“Both Hilary’s and Patrice’s industry knowledge, along with their proven track records in media and sales, will greatly benefit the magazine and our clients,” said Rob Harrison, Senior Vice President of Advertising. “We are thrilled to have them on board and look forward to the contributions that their expertise will lend to USA WEEKEND’s continued growth.”

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USA WEEKEND Magazine is a national weekly magazine distributed through more than 600 newspapers. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. Its website, usaweekend.com, provides enhanced content and interactive features. USA WEEKEND is a Gannett Co., Inc., publication.

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