

FOR IMMEDIATE RELEASE

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## USA WEEKEND Magazine Announces Two New Hires in Advertising Sales

New York, N.Y. – USA WEEKEND Magazine announces today that Maggie Karn and Dammand Cherry have joined the New York sales team as Senior Account Executives.

Karn is responsible for the Virginia, Maryland and Washington, D.C., territories as well as various New York area-based accounts. Before joining USA WEEKEND, Karn worked at Yahoo! Inc. as a strategic account manager for Campbell's Soup, Colgate-Palmolive and L'Oréal. She also held an account manager position at *Family Circle* magazine. Karn has a B.A. in German from Trinity College in Connecticut.

Cherry is in charge of the Pennsylvania and Delaware territories as well as accounts in New York City. Previously, he worked at Discover Media, as a national print and online account manager, and at Forbes Publishing Group, as a national senior account manager. Cherry holds an M.B.A. from Fordham University and a B.A. in Business Administration from Hofstra University.

“Both Maggie’s and Dammand’s extensive sales backgrounds and industry knowledge will greatly benefit the magazine and our clients,” said Rob Harrison, Senior Vice President of Advertising. “We are excited to have them on our team and look forward to their contributions to USA WEEKEND’s growth as the ad-page leader in the newspaper magazine field.”

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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](http://usaweekend.com), provides enhanced content and interactive features. USA WEEKEND is a Gannett Co., Inc., publication.

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