

For Immediate Release

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New Magazine with Humanitarian Focus
Debuts this November

MINNEAPOLIS (Nov.16, 2006) — Need Magazine, a new publication addressing humanitarianism is operated out of the Twin Cities and set to hit bookstores late November 2006. Highlights in the first issue include an interview with former US President Jimmy Carter, a profile of the generosity of Olympian Joey Cheek and a pictorial of the state of education in Afghanistan by photographer Steve McCurry.

Independent of politics, religion and editorial commentary; Need Magazine simply shows the positive outcomes of people helping people throughout the entire humanitarian aid process. Possessing a global scope and a partnership with professional photographers Need Magazine uses prolific imagery from around the world to help tell its stories.

The magazine's co-founders, Kelly and Stephanie Kinnunen said that they created Need Magazine as a way to connect individuals with worthy projects around the world. The Kinnunen's hope that readers of the magazine will be inspired by the stories and will become personally involved with a humanitarian cause. "We are not out to save the world, but to tell the stories of, and assist, those who are," Kelly Kinnunen said.

Need Magazine is available through online subscriptions at www.needmagazine.com and is set to hit bookstores late November 2006.

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