



NEED The Humanitarian Magazine Wins Ozzie Gold At Prestigious Folio: Show 2007

Publication Named Gold Medalist for “Best Use of Photography: Consumer under 250,000 circulation”

September 24, 2007 – Minneapolis, MN – NEED The Humanitarian Magazine earned a Gold Medal Ozzie for “**Best Use of Photography: Consumer under 250,000 circulation**” from the über-prestigious **Folio: Show**. The Ozzies recognize visual and graphic excellence in the magazine industry. As a highlight of the Folio: Show, the awards were presented at the **Eddie and Ozzie Awards Gala** in New York City on September 23, 2007.

Currently in its third issue, NEED’s cutting edge photography quickly caught the attention of magazine industry watchers for its compelling style and presentation. NEED’s photographers include award-winning and exhibition luminaries such as Ron Haviv (World Press Photo Award, Pictures of the Year, Overseas Press Club Award, Leica Medal of Excellence, works featured in the Louvre, the United Nations and the Council on Foreign Relations), Anna Kari (PDN ANNUAL winner, Oneworld Media award, Magenta Foundation "Flash Forward: Emerging Photographers 2007" award) and Steve McCurry (Robert Capa Gold Medal for Best Photographic Reporting from Abroad, Magazine Photographer of the Year, World Press Photo Award [four times], Olivier Rebbot Memorial Award [two times]), among others.

Founded by husband and wife team Kelly and Stephanie Kinnunen, NEED is a non-political magazine dedicated solely to humanitarian issues. Leading the industry in philanthropic coverage, NEED presents humanitarian works worldwide in a compelling *I-feel-like-I-was-there* style that connects the reader to the subject matter. Life Magazine-style photography compliment the articles that captures the heart, leaving lasting images in the mind. In addition, the magazine breaks new ground with its high quality paper and unique formatting.

“Images inspire and personally connect readers to the stories in NEED, and we are honored to be recognized by Folio: for our use of photography,” said Stephanie Kinnunen, NEED CEO and Co-Founder. “By utilizing imagery as our primary story telling tool, we seek to engage our readers with personal stories of hope from around the world.”

The Folio: Show, the premiere trade event for the magazine industry, is a 32 year old annual event harnessing the best and the brightest in the magazine industry. In addition to the awards gala, the show brings together more than 170 world class speakers representing leading publishing companies from across the

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industry. Over the course of four days, the Folio: Show will hold forums, keynote speakers, town hall style discussions, Q&As, panels and more.

NEED Magazine is available nationwide at book and magazine retailers. The newsstand price \$9 US per issue with a subscription rate of \$27. NEED is available in quarterly issues.

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About NEED Magazine:

NEED Magazine, founded in 2006 by co-founders Stephanie and Kelly Kinnunen, is an international publication created to tell the stories of groups and individuals who are making a social difference in the world. With Life Magazine-like photography and compelling writing, NEED seeks to inspire the reader to contribute to social change. NEED is currently available in the US and Canada and can be shipped worldwide. For more information, go to www.needmagazine.com.

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