

For Immediate Release

If Vogue and the UN had a Love Child the result would be NEED Magazine
Through striking pictorials, newly launched NEED connects readers with refreshing stories of human triumph at a time when struggle and suffering dominate headlines.

MINNEAPOLIS, MN (May 31, 2007) — NEED magazine is the new mouthpiece for successful humanitarian efforts in the U.S. and abroad (www.needmagazine.com). Conveying personal stories of hope is having a meaningful impact on the public and featured organizations. NEED magazine combines imagery from world renowned photographers with clean contemporary design to achieve the quality of a coffee table book.

“We are not out to save the world, but to tell the stories of those who are.”

– Kelly and Stephanie Kinnunen, Co-Founders

“LIFE magazine for my generation.”

– Thomas Lee, Photojournalist

Featured stories include:

- Interview with former US President Jimmy Carter
- Rehabilitation of former child soldiers in northern Uganda
- The story of (Product) Red founded by Bono and Bobby Shriver
- Profile of an all-female de-mining team in Cambodia
- The ripple effect of generosity created by Olympic champion Joey Cheek
- Children that have been rescued from the commercial sex trade in Asia

The magazine is working. NEED has become a connecting point for an expanding network of volunteers, organizations, photographers, writers, corporations and philanthropists.

“NEED magazine is what is missing in humanitarian aid.”

– Jerry Ferrell, Country Director, Sudan, American Refugee Committee

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About NEED

The magazine's readership is diverse – high school and college students, lawyers, members of the U.S. Congress and the United Nations, doctors, designers and photographers in addition to those interested in global issues. Readers describe the magazine as “hope and light amongst darkness and despair,” and “a source of inspiration.” NEED is launching its second issue this month.

NEED was founded by Kelly and Stephanie Kinnunen, who quit their jobs in Europe, sold everything they owned and moved back to the United States in hope of inspiring others to help those in need.

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