

5280 Publishing, Inc.
1224 Speer Boulevard
Denver, CO 80204
Tel 303.832.5280
Fax 303.832.0470
www.5280.com

**5280 Nominated for Magazine Industry's "Oscar"
Executive Editor Maximillian Potter Named Finalist for Two National Magazine Awards**

For Immediate Release: April 13, 2005

Maximillian Potter, executive editor of *5280*, has been nominated for two National Magazine awards in the Reporting and Public Interest categories. The National Magazine awards, established by the American Society of Magazine Editors (ASME) in 1966, recognize outstanding magazine journalism and are equivalent to the newspaper industry's Pulitzer prize.

5280's nomination in Reporting honors the enterprise, exclusive reporting and intelligent analysis that a magazine exhibits in covering an event, a situation or a problem of contemporary interest and significance. Nominated in this category is Potter's February/March 2004 story, "Conduct Unbecoming." The story broke important new ground in the coverage of the United States Air Force Academy cadet rape scandal and was also featured on ABC's 20/20. Other nominees in this category are *The Chronicle of Higher Education*, *National Geographic Explorer*, and *The New Yorker*.

5280's second nomination in the Public Interest category is for "Private Stites Should have been Saved," which ran in the June/July issue of *5280*. The Public Interest category recognizes journalism that has the potential to affect national or local policy or lawmaking. It honors investigative reporting or groundbreaking analysis that sheds new light on an issue of public importance. *5280* is nominated along with *Fortune*, *Harper's Magazine*, *The New Yorker*, and *San Francisco Magazine*.

"It is very uncommon for a smaller, local magazine like *5280* to be nominated for one National Magazine Award, let alone two. In fact, it is even more rare for any one writer to be nominated for two awards in a single year," said Daniel Brogan, editor and publisher of *5280*. "In this industry, nothing is more prestigious than the National Magazine Awards and we're honored to be recognized along with the best magazines in the business."

Finalists were chosen by a panel of 195 judges from among the 1,562 entries submitted by 318 print and online publications.

5280: Denver's Mile-High Magazine is the essential guide to dining, arts, entertainment, and living well in the Mile-High City. First published in 1993, *5280* now has a total distribution of more than 80,000 and reaches 321,800 unique readers over a four-issue period, making it the largest local or regional magazine produced in Colorado. Visit www.5280.com for daily blogs, the latest restaurant and calendar listings, plus sign up for special email updates and events from *5280*.

For More Information, Contact:

Keely Rubis
(303) 832-5280 x30
keely@5280.com