

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

## 5280 Names Cara McDonald Deputy Editor

**For Immediate Release: February 3, 2005**

*5280*, Denver's leading city magazine, announced today that Cara McDonald has joined the magazine in the newly created position of deputy editor. McDonald, who most recently was a top editor at Indianapolis Monthly, will be responsible managing the magazine's day-to-day editorial operations and for guiding *5280*'s overall editorial direction.

Since 2002, McDonald was a senior editor at Emmis Communication's *Indianapolis Monthly*, where she conceptualized, edited and assigned stories, and helped guide the magazine through a complete redesign in 2004. There she wrote extensively, profiling subjects such as state political figures, farmers, an X-Games prodigy, Martha Stewart, and admittedly became enthralled with motorsports after covering the Indy 500. McDonald also spent five years at *Traverse*, the award-winning Northern Michigan magazine, writing about history, fly-fishing, kayaking, environmental issues and natural history. Prior to *Traverse*, McDonald earned her masters in English at Colorado State University where she focused on composition theory and creative non-fiction.

In the last year, *5280* has doubled the size of its editorial staff. In addition to McDonald, other additions include Maximillian Potter, whose investigative reports have already garnered national attention (including a segment on ABC's *20/20*) and Patrick Doyle, who became the magazine's research editor.

"Cara's hiring completes a significant expansion of our editorial staff," said Daniel Brogan, editor and publisher of *5280*. "Her move to *5280* as deputy editor is another demonstration of our commitment to providing our readers with quality editorial content. By doubling our editorial staff, we've assembled the team that will make significant strides toward creating one of America's very best city and regional magazines. We're very lucky to have her on the editorial team."

The February/March issue of *5280*, the first produced under McDonald's direction, is on newsstands now.

"I am thrilled to have the opportunity to work for *5280*, and hope to bring even more compelling content to the publication," McDonald said. "The magazine has long been Denver's definitive source of lifestyle information — dining, arts, and entertainment, shopping, health—but we've done some incredible investigative journalism as well. That's something readers can expect more of. In addition to great service and reporting, it's my goal to bring into the mix more stories about the quirks, culture, people and issues that shape our region." McDonald can be contacted at cara@5280.com or 303.832.5280.

*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 July 1993, the magazine now has a total distribution of more than 80,000, making it the largest local or regional magazine produced in Colorado. Visit [www.5280.com](http://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  
keely@5280.com