



**For Immediate Release**

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## 5280's May Issue Featuring John Elway Sells Out; 10,000 Additional Copies To Be Printed

**For Immediate Release: May 16, 2003**

For the first time in its 10-year history, *5280: Denver's Mile-High Magazine* will go back on press to meet the incredible reader demand for its May 2003 issue, featuring former Denver Bronco great John Elway.

According to Anderson News Company – the largest newsstand distributor in Colorado – *5280's* May issue has sold out at almost all of the area King Soopers, Safeway, Albertson's it serves, as well as many other smaller area newsstands. In all, *5280* is sold at more than 500 newsstands throughout Colorado. The May issue first went on-sale May 2.

In an effort to meet the demand, *5280* has taken the unprecedented step of going back on press to print an additional 10,000 copies of the May issue. Those copies will be available on area newsstands late next week.

The May issue's cover story featured a Q&A-style interview with Elway, in which the Bronco legend spoke candidly about his life after football, and his struggles with the deaths of his father and twin sister, and his recently announced divorce. The interview was conducted by Peter Boyles, host of the top-rated KHOW (630 AM) morning show and a regular *5280* contributor.

In the interview, Elway tells *5280*, "Sometimes I think that life was almost too good to me. If you have everything, and it's so perfect, you don't appreciate it. By having these kinds of traumatic experiences, it's really opened my eyes. Life isn't all about accomplishments. It's about relationships. My kids are getting older, and they aren't going to be in the house that much longer, so it's opened my eyes up to them, and made me want to slow down."

The magazine is now preparing to publish its annual June/July 2003 Top of the Town issue, which at 212 pages, will be the largest in *5280's* 10-year history.

With a total distribution of 70,000, *5280* has long enjoyed the largest readership of any local or regional magazine in Colorado, but 112-percent growth in newsstand sales during 2002 now gives the magazine claim to the title of Colorado's top newsstand seller among local and regional magazines. *5280's* is the top-selling magazine of any kind at the Tattered Cover Book Stores and area Wild Oats, and is a Top 25 title at most area King Soopers and Safeway.

*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, *5280* is locally owned and actively supports dozens of Denver-area charitable and community organizations.

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