



For Immediate Release

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

Award-Winning Journalist Joins 5280 Staff; First Report Breaks Exclusive New Ground on Air Force Rape Scandal

For Immediate Release: Jan. 13, 2004

Award-winning journalist Maximillian Potter has joined the staff of *5280: Denver's Mile-High Magazine* in the newly created position of Executive Editor.

In this new position, Potter will be reporting and writing the same kinds of deeply reported and compellingly told stories that were his trademark while a staff writer at *GQ*, *Premiere*, and *Philadelphia* magazines. His work has also appeared in a variety of other leading publications including *Outside*, *Details*, *Arena*, and the *Chicago Reader*.

While at *GQ*, Potter wrote "The Body Farm," which profiled a crew of anthropologists who spend their days in the Tennessee woods watching bodies decompose in order to help police solve crimes, and was selected for inclusion in the 2003 edition of *The Best American Crime Writing*. Potter is a Philadelphia native and a graduate of Allegheny College. He earned a master's degree in journalism from Northwestern University.

"The idea of working in a Western city that is still rugged and wild and thriving excites me," Potter said. "Denver is full of ornery, larger-than-life folks, shaping and shafting the city. What more could a writer ask for?"

Potter's first story for *5280*, which will be published in the magazine's February/March issue, breaks important new ground in the coverage of the United States Air Force Academy cadet rape scandal.

5280 has long been the premier guide to dining, arts, entertainment, and living well in the Mile-High City. But in the last year, the magazine has greatly expanded its coverage of harder-hitting, more issue-oriented stories. Some of those stories included a revealing interview with Bronco great John Elway, a look at Al Qaeda's surprising Colorado roots, and a hard-hitting profile of *Denver Post* publisher Dean Singleton. Most recently, a *5280* correspondent accompanied Colorado soldiers as they conducted dangerous raids in Iraq.

"The addition of a reporter of Max's stature will help us take that kind of journalism to an even higher level," said Daniel Brogan, *5280*'s Editor and Publisher. "We're thrilled to have him on our team."

Brogan added that readers have enthusiastically responded to *5280*'s expanded editorial direction. In the last year, *5280*'s newsstand sales have soared by 32 percent to an average of more than 18,000 copies sold per issue. The publication's total distribution of more than 80,000 makes it the largest local or regional magazine produced in Colorado. In fact, *5280* is the fourth best-selling magazine of any kind in the Denver market (topped only by *Reader's Digest*, *National Geographic*, and *Better Homes & Gardens*).

In 2004, the magazine is increasing its publication schedule from eight annual issues to nine. The extra issue will be published in September.

First published in July 1993, *5280* is locally owned and actively supports dozens of Denver-area charitable and community organizations.

For More Information, Contact:

Keely Rubis
303.832.5280
keely@5280.com