

****MEDIA ADVISORY****

FOR IMMEDIATE ACTION

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RECIPE FOR SUCCESS FOUNDATION PARTNERS WITH MEREDITH CORPORATION ON SOCIAL CHANGE CAMPAIGN

Broad new initiative announced at Meredith BrandFront Presentation

NEW YORK September 14, 2016. TODAY Meredith Corporation, the nation's leading media and marketing company serving 102 million American women, and Recipe For Success Foundation, a national leader in the effort to end childhood obesity, announced a broad-reaching collaboration tied to Meredith's new **"Partnerships That Will Change the World"** initiative, which was unveiled during the company's first-ever BrandFront presentation. The **Partnerships That Will Change the World** campaign is designed to engage Meredith's young, female audience in influencing social change in measurable and meaningful ways.

"This partnership opens the door for Recipe for Success to help millions of women and families across America live healthier lives," said Gracie Cavnar, Founder and CEO of Recipe for Success Foundation. "We will be working across all the Meredith brands, which include Parents, Rachael Ray Every Day, Family Circle, Martha Stewart Living, Better Homes and Gardens and EatingWell, along with websites, television shows and multi-media."

Parents magazine launched the new collaboration by funding a new Recipe for Success Foundation Affiliate Partner School in the New York metro area next year. Meredith and Recipe for Success will develop a variety of 2017 collaborations including cross-channel editorial, original video series, live events and social media campaigns to feature Foundation initiatives.

During the event, Cavnar appeared onstage with *EatingWell* Editor-in-Chief **Jessie Price** to announce the first of many Meredith collaborations for 2017. *EatingWell* will leverage the Recipe for Success **VegOut! 30 Ways in 30 Days Challenge**, incentivizing their readers to step up to the plate and pile it with veggies. Price said her team is motivated to drive downloads of the Foundation's VegOut! mobile app to 50,000 users by 2020.

"We are excited to launch our Partnerships That Will Change the World," said Jon Werther, Meredith National Media Group President. "Giving back, promoting family safety and connectivity, empowering women to lead healthier lives and supporting female entrepreneurship are all key parts of Meredith's heritage."

ABOUT RECIPE FOR SUCCESS FOUNDATION

Entering its second decade, Recipe for Success Foundation (www.recipe4success.org) is a non-profit 501C3 that focuses on combating childhood obesity by changing the way our children understand, appreciate and eat their food, and by educating and mobilizing the community to provide healthier diets for children, with programs that have empowered more than 30,000 children in Houston and beyond with the knowledge and skills they need to lead healthier lives.



The Foundation works to create a culture where nutritious food is shared, appreciated, and celebrated. Through its award-winning national efforts like the Seed-to-Plate Nutrition Education™ in schools, Eat It! Food Adventures children's cookbooks, farmers marKIDS DAYS and the VegOut! 30-Day Challenge. In Houston, the Foundation works to make healthy food appealing and available to everyone through its Hope Farms urban agriculture project.

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE: MDP**; www.meredith.com) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 100 million unduplicated women every month, including nearly 75 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes and Gardens, Allrecipes, Parents, Shape and EatingWell.

Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including Kraft, Lowe's, TGI Friday's and NBC Universal.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce over 660 hours of local news and entertainment content each week, and operate leading local digital destinations.

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