

## **LADIES' HOME JOURNAL AND CMT ONE COUNTRY ANNOUNCE YEAR-LONG CHARITY PARTNERSHIP TO CELEBRATE CITIZENS WHO MAKE A DIFFERENCE IN THEIR COMMUNITIES**

### **Partnership Kicks Off with a Celebrity Volunteer Event Benefiting Second Harvest Food Bank of Middle Tennessee on June 7th**

NEW YORK, NY (June X, 2011)—Ladies' Home Journal's "Do Good" initiative and CMT's volunteer initiative, CMT One Country, have teamed up for year-long partnership aimed at encouraging civic responsibility and acknowledging citizens with ideas --big and small---who are making a difference in their communities. Throughout the year, Ladies' Home Journal and CMT will connect their audiences to various opportunities that enable them to take action and bring about positive change in their communities. Volunteers can then log their volunteer hours at [www.lhj.com/onecountry](http://www.lhj.com/onecountry) for the chance to win monthly prize packages and become eligible to be the grand prize winner of a VIP trip to the 2012 CMT Music Awards.

The collaboration will kick off with a celebrity volunteer event benefiting the Second Harvest Food Bank of Middle Tennessee, the Nashville affiliate of Feeding America. On Tuesday, June 7th, a group of volunteers—including representatives from Ladies' Home Journal, CMT and country acts such as Crystal Bowersox, Steel Magnolia, Carter's Chord, Jimmy Wayne, Margaret Durante and Coldwater Jane—will be at Second Harvest to stuff backpacks for the Feeding America BackPack Program. The mission of the BackPack program is to meet the needs of chronically hungry children by providing them with nutritious and easy-to-prepare food to take home on weekends and school vacations when other resources are not available. This event is symbolic of the donation that CMT makes every year on behalf of artists in lieu of having celebrity giftbags at the CMT Music Awards. CMT One Country will also be the charity sponsor for Ladies' Home Journal's "Ladies' Lounge" experiential events which bring the magazine's popular blog to life at malls across the country. CMT One Country and Ladies' Home Journal will be partnering to send a message of thanks to our armed forces by encouraging Ladies' Lounge event attendees to donate a book to the United Through Reading® Military Program. The program makes it possible for deployed troops to read to their children at bedtime and be virtually there, even when they can't be there in person. The first event will be on Thursday, June 9th at the Galleria at Tyler in Riverside, California.

#### **About Ladies' Home Journal**

Founded in December 1883, Ladies' Home Journal magazine has been inspiring, informing and entertaining women for 125 years. Published monthly by Meredith Corporation (NYSE: MDP), Ladies' Home Journal has a circulation of 3.2 million and a readership of 12.5 million. The magazine's interactive online companion, [www.lhj.com](http://www.lhj.com), has nearly 1 million unique visitors and 10 million page views each month.

#### **About CMT One Country**

CMT ONE COUNTRY, CMT's national call to volunteerism, was launched in the fall of 2005 to promote civic participation and inspire CMT viewers to take action and bring about important change in their communities. CMT ONE COUNTRY partners include Feeding America (formerly America's Second Harvest), Boys & Girls Clubs of America, Habitat for Humanity, Hands On Network and the USO (United Service Organizations) and Children's Miracle Network. For more information, visit [CMTONECOUNTRY.com](http://CMTONECOUNTRY.com) which aims to offer tools to help anyone start making a difference immediately.

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