



**JONES AGENCY**  
marketing advertising public relations

**FOR IMMEDIATE RELEASE**

Contact: Rich Kerlin, The Jones Agency  
760-325-1437 x245  
[richk@jonesagency.com](mailto:richk@jonesagency.com)

## **Mpls. St. Paul Magazine Editor Brian Anderson Honored**

Long-time Mpls.St. Paul editor honored by City and Regional Magazine Association before succumbing to leukemia March 16

---

**Los Angeles, CA** (April 1, 2010) – Brian Anderson, longtime editor of Mpls. St. Paul magazine, died on March 16 after a nine month battle with leukemia. Anderson had a 33-year history with Mpls. St. Paul magazine as its editor. He's long been noted for shaping and changing the editorial landscape of city magazines, and his contributions were honored by industry and key local and state dignitaries last month before his passing. Anderson was 65.

Anderson was honored in Minneapolis in late February by the City and Regional Magazine Association; MSP Communications, Mpls. St. Paul magazine; colleagues, family and friends. The event paid tribute to Anderson's long-standing commitment to helping shape the future of the city magazine publishing industry – and for keeping magazine content relevant before "readers even knew they wanted it," as one event attendee put it. At the event, Anderson received CRMA's Lifetime Achievement Award – the Association's top annual honor – sponsored by longtime association partner, RR Donnelley.

"I've worked with Brian for the past 32 years and he is a city magazine editor of the highest order – a superb writer, an empowering manager and he's been a consistent and steady influence in guiding the content mission of Mpls.St Paul magazine," said Gary Johnson, president, MSP Communications, publisher of Mps. St. Paul magazine, who described Anderson as a 'steady beam of light' to the publication and city magazine industry.

In addition to other tributes for Anderson throughout the Twin Cities and the city magazine industry, Minnesota Governor Tim Pawlenty proclaimed *Brian Anderson Day* on February 13. Additional local and industry accolades came Anderson's way before his passing.

"Brian was a true leader among city magazine editors," said Daniel Brogan, president of CRMA and publisher/editor of 5280 magazine in Denver. "His smart, visionary sensibilities make him one of the champions and pioneers of the city and regional magazine publishing industry," Brogan said.

Anderson joined Mpls. St. Paul magazine as its editor in 1977. His 33 years there made him one of the nation's leading city magazine industry leaders, where he has been noted for helping keep the city magazine industry relevant, engaging and thriving – even through challenging recent economic times.

CRMA Executive Director, James Dowden, agrees.

“The city magazine industry will forever have the indelible mark left by Brian Anderson,” Dowden said. “His commitment to leading the industry into the future not only helped shape Mpls. St. Paul magazine, he had a significant impact on the entire editorial and content philosophies for the entire city magazine industry,” Dowden said.

City and Regional Magazine Association will honor Anderson again posthumously at its annual conference, to be held June 5-7 in Providence, Rhode Island.

**About The City & Regional Magazine Association**

The City and Regional Magazine Association (CRMA) represents more than 80 regional and local general interest and consumer lifestyle magazines throughout the United States and Canada. With a combined readership of twenty five million and five million subscribers, CRMA member titles represent a powerful media platform for reaching an affluent consumer audience. CRMA provides a broad array of services to its members, including industry advocacy, research and promotion to the advertising community, among others. For more information about CRMA and its member publications, visit [www.citymag.org](http://www.citymag.org)

# # #

040110