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**CITY & REGIONAL MAGAZINE ASSOCIATION MEMBERS
JOINS FORCES TO AID THOUSANDS DEVASTATED BY
TENNESSEE FLOOD**

Over 40 magazines have stepped up - tallying more than \$100,000 in ad space donations

LOS ANGELES, CA (June 1, 2010) – It has been said that the human spirit will not be denied; nowhere is that notion more clearly evident than amongst the uprooted flood victims now facing the devastation, that left in its wake - a muddy, rubble-strewn landscape- scarring both the region's environment and economy.

On May 2nd, Nashville's infamous Spring flood claimed 29 lives, damaged or destroyed 9,400 properties; and is estimated, will cost a minimum of \$1.5 billion to rebuild. The flooding caused by record-busting rains of more than 13 inches in two days sent water rushing through hundreds of homes, forcing thousands to evacuate — some by boat and canoe — affecting both rich and poor in this metropolitan area of about 1 million.

All across the nation, individuals, business and organizations are rallying to provide assistance to the stranded thousands now facing the prospect of rebuilding Tennessee's water-soaked cities and towns.

Joining that relief effort is Tennessee resident, Jeffrey Goldberg, Vice President of Contemporary Media, locally-owned Publisher of Memphis Magazine. Goldberg was able to maximize the magazine's involvement by reaching out to his association, CRMA comprised of over 72 city and regional magazine publishers.

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“I am extremely proud and appreciative” said Goldberg, who went on to say, “After only one outreach, over 40 CRMA publishers came on board to donate magazine and online ad space – running advertisements that educate and engage their readers, and could provide a means of help through contributions to this relief effort. Over \$100,000 has been contributed in print and online space value to date...with more commitments pouring in everyday.”

Local resident and CRMA member, Nashville Lifestyles Magazine publisher, Stacie Standifer, like Goldberg, is moved by the overwhelming response.

“With the power of reaching more than 2 million readers nationwide, the CRMA-donated flood relief advertisements have the potential of drawing untold resources and dollars. This kind of support is what coming together is all about,” said Standifer. “I’m thrilled to be part of this effort, and to be involved with an organization so willing to participate in the solution.”

For more information and to make donations, visit www.nashvillelifestyles.com or call (615) 259-3636

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