



New York City
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YWCA-NYC Announces the 2011 Recipients of the “W Award”

Prevention Magazine’s Editor-in-Chief Diane Salvatore and Weight Watchers International, Inc. Named This Year’s Honorees

New York, NY, May 18, 2011 – The YWCA of the City of New York’s seventh annual Summer Soirée and “W Award” presentation will take place on Thursday, June 23 at the Edison Ballroom 240 West 47th Street beginning at 6:00 PM. It was announced this morning by Jerome D. Grant, the YWCA-NYC’s Vice President of Development and External Affairs, that the organization will be honoring Diane Salvatore, Editor-in-Chief of Prevention Magazine, and Weight Watchers International, Inc., the leading provider of weight management services, as the recipients of the 2011 W Awards. WCBS-TV’s award-winning anchor of CBS 2 News at 5pm and 11pm weekdays Maurice DuBois, will serve as Master of Ceremony. The Summer Soirée is sponsored, in part, by Polo Ralph Lauren, Sullivan & Cromwell LLP, and UBS.

Created in 2005, the YWCA-NYC’s “**W Award**” honors women and companies that embody the YW’s mission to empower women and eliminate racism. A visionary and trendsetter, the past “W Award” honorees are all prominent figures or organizations that stand as an example for all to aspire. Past recipients include Marian McEvoy, founding editor of *Elle Décor* and former editor-in-chief of *House Beautiful*; TV personality Star Jones; CNN correspondent Soledad O’Brien; *New York Times* bestselling travel writer Patricia Schultz; Carla Hendra, Co-CEO of Ogilvy North America; the editors of *Women’s Health* magazine; WNBC-TV’s meteorologist Janice Huff, New York Liberty’s Kym Hampton, Hyperion publishing executive Barbara Jones, Harlequin Enterprises LTD’s CEO Donna Hayes and Carol’s Daughter Founder and President Lisa Price.

“The YWCA-NYC Summer Soirée is New York City’s premier inter-generational event in celebration of contemporary women. It brings together families and guests from all over the city in support of our mission. This year we are pleased to honor both Prevention Magazine and Weight Watchers with the “W Award”. Both organizations are committed to empowering and motivating women through health and fitness!” says Marcia Sells, the YWCA-NYC’s Board Chair.

Diane Salvatore is the Editor-in-Chief of *Prevention* magazine, the #1 healthy lifestyle magazine brand in the world with an audience of more than 10.2 million as well as the top online health magazine destination (<http://www.prevention.com>) with 2.6 million unique visitors each month, 22 million page views and 1.3 million in newsletter distribution. She is an award-winning magazine editor, brand strategist, book publisher, writer, and public speaker. Before joining Rodale, Ms. Salvatore was Vice President and Publisher of Broadway Books; Editor-in-Chief of *Ladies' Home Journal* from July 2002 to July 2008; and the Director of Editorial Operations for the Hearst Magazine Division. She was also Executive Director for *Marie Claire* (2001); Editor-in-Chief of *YM* (1998-2000), and has held posts at *Good Housekeeping*, *Redbook*, *Glamour* and *Cosmopolitan*. She has been a frequent guest on Today, Good Morning America, and other national TV shows. Ms. Salvatore holds an M.A. from New York University in English/Creative Writing and a B.A. from Penn State in Journalism. Several of her articles and short stories have been published in various national periodicals. "I'm so honored to be selected for this prestigious award by the YWCA of the City of New York, which does such important and transformative work in women's lives," says Ms. Salvatore.

Weight Watchers International, Inc. is the world's leading provider of weight management services, operating globally through a network of Company-owned and franchise operations. Weight Watchers holds over 45,000 meetings each week where members receive group support and learn about healthy eating patterns, behavior modification and physical activity. WeightWatchers.com provides innovative, subscription weight management products over the Internet and is the leading Internet-based weight management provider in the world. In addition, Weight Watchers offers a wide range of products, publications and programs for those interested in weight loss and weight control. Cheryl Callan, Senior Vice President, Marketing for Weight Watchers North America, will be accepting the award on the company's behalf.

To complete the evening celebrating amazing women, the YWCA-NYC is thrilled to have **Maurice DuBois** return as Soirée's master of ceremonies. One of New York's most respected news anchors, the four-time Emmy Award-winning DuBois is watched daily on CBS 2 News at 5pm and 11pm weekdays with Kristine Johnson.

The evening will include cocktails, hors d'oeuvres, dancing, and the debut of a new silent auction in addition to the awards ceremony. Tickets to the event (starting at \$225) can be purchased by contacting Sara Raassi at (212) 735-9708 or sraassi@ywcanyc.org or by visiting the YW's website at www.ywcanyc.org

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For additional information about the YWCA-NYC's Summer Soirée, to set up an interview with honorees or YWCA-NYC staff, or to be on the press list to cover the June 23rd event, contact:

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Established in 1858, the YWCA of the City of New York is one of the nation's oldest non-profit organizations. Our mission is to address the critical needs of New York City women and to empower them for success and leadership in their lives, jobs and communities. We focus on underserved families through job training, educational child care and after school programs; partnerships with business, government and other not-for-profits; and advocacy on behalf of the clients we serve.