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Contact: Sarah Tuell
T 800.319.7329
sarah@premiermedia.net

425 magazine names Alexandra Hedin as style editor



Local entertaining guru Alexandra Hedin was named style editor on Monday for **425** magazine, the new lifestyle publication for the Eastside.

Hedin has been sharing her party planning skills around the Pacific Northwest as a regular on Portland's morning show *AM Northwest* as well as Seattle's *Northwest Afternoon* and *Seattle Live!*



Hedin is no stranger to hosting a party. "I was born to do this," she says, "My family has been in the entertaining and lifestyle business for years—they just never knew it!" Growing up in a family of creative, energetic, and loud people Alexandra knows what it takes to make everyday entertaining.

Offering a wealth of inspiring ideas and resources for gardening, designing, creating and building, **425** will also feature departments focusing on travel, local shopping, entertaining ideas, recipes, wine reviews, restaurant reviews, community member profiles and more. As the release of **425** quickly approaches, Hedin is busy preparing delicious recipes and unique design ideas for the premier issue and launch party.



The premier issue of **425; Inside. Outside. Eastside.** launches fall, 2006 to households, grocery stores, book stores, drug stores and other distribution outlets throughout the region. To subscribe or to request a media kit, go to www.425magazine.com or call 800.319.7329.

If you have a tip on a party, event or style idea worth capturing, contact Alexandra at alexandra@premiermedia.net.

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800.319.7329 ▪ 227 Bellevue Way NE #600 ▪ Bellevue, WA 98004
www.425magazine.com ▪ info@premiermedia.net