

Highlights®

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FOR IMMEDIATE RELEASE

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Highlights for Children and Boyds Mills Press are delighted to announce that veteran publishing executive Elizabeth Van Doren will join the companies on May 16 in the newly created position of Executive Editor, Book Publishing. She will report to Mary-Alice Moore, Vice President and Editorial Director, Book Publishing, and will play a key role in the publishers' expanding book-publishing initiatives.

"These are exciting times at Highlights and Boyds Mills Press," says Moore, "as we build a dynamic, more cohesive book-publishing program across all our channels— trade, retail, direct to consumer, and online. Liz brings a wealth of industry knowledge and experience, as well as an infectious passion for good books, all of which will help us realize this vibrant book-publishing vision."

Van Doren will oversee the editorial teams for all the Boyds Mills Press imprints, including Calkins Creek and Wordsong. She will be actively involved in the launch of the Highlights Press imprint, slated for fall 2012.

"I am thrilled about the opportunity to combine the prestige of the Highlights and Boyds Mills Press brands with their innovative corporate thinking in publishing books for children of all ages," says Van Doren. "Our goal is to create beautiful, meaningful trade books for children that directly reach devoted fans of Highlights® as well as consumers in all market segments. It's a rare chance to create a new kind of integrated publishing in this marketplace, one that will have a positive impact on readers for years to come. I'm delighted to be part of such an energetic and savvy publishing team."

Van Doren will divide her time between the companies' editorial offices in Honesdale, PA, and her home office in New York. As of May 16, she can be reached at Liz.VanDoren@highlights.com.

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