

Christian Marcillo  
Issue Media Group  
248-961-6433

[cmarcillo@issuemediagroup.com](mailto:cmarcillo@issuemediagroup.com)

FOR IMMEDIATE RELEASE

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**Issue Media Group and partners introduce new digital magazine in Mount Pleasant dedicated to telling regional stories about community transformation and entrepreneurship**

MOUNT PLEASANT, August 14, 2018—Issue Media Group, in partnership with a coalition of Mount Pleasant leadership organizations, announces the launch of *Epicenter*, a new digital magazine showcasing the remarkable talent and ongoing transformation of Mount Pleasant and Isabella County.

*Epicenter* is a weekly publication and email newsletter featuring stories about bold startups, emerging places, catalytic talent, transformative projects, and ideas across the region. The publication joins Issue Media Group's growing network of partner cities in its statewide [Second Wave](#) publication, which is focused on growth and innovation across Michigan.

The first issue will publish online Thursday, August 16, 2018, at <http://epicentermtpleasant.com>.

The community-based publication features the work of local and regional writers, journalists, and photographers, engaging both local and out-of-town readers in the evolving culture of mid-Michigan.

Award-winning journalist and photographer Diana Prichard will lead the publication. Prichard has reported on agriculture, food security, foreign policy, development and other issues from Africa, the Middle East, Southeast Asia and North America. She is a lifelong resident of the Gratiot-Isabella area.

"I'm honored and excited to lead *Epicenter* as a voice for innovation in the Mount Pleasant region," Prichard says. "And I look forward to bringing the skills and insights I've honed as an international reporter to my local community."

*Epicenter* will convene quarterly editorial advisory sessions with a coalition that includes sponsors and partners, including a cross-section of Isabella County thought leaders, entrepreneurs, architects, and grassroots organizers, to inform its coverage and foster a connected network of organizations interested in attracting and retaining talent.

"Mount Pleasant is truly the 'epicenter' of Michigan and is leading progress in reimagining the state's smaller communities," says Amanda Schafer, executive director of the Mount Pleasant

Area Community Foundation. "We are excited for *Epicenter* to share what's happening here with the world."

The publication accepts story ideas from anyone in the community who wants to share about a local person, project, or business making a difference.

"We are thrilled to have been invited into the Mount Pleasant community at an exciting time," says Brian Boyle, CEO of Issue Media Group. "There is real transformation and talent-led energy taking hold in the region. We look forward to documenting the story of new businesses, emerging communities, and the passion of the people starting them in a different way. Drawing from our work in other cities around the country, we are engaging with local partners to change how Mount Pleasant is viewed through the lens of inclusive talent, community, and entrepreneurship."

### **About Issue Media Group**

Issue Media Group (IMG) publishes a wide range of online magazines and websites in multiple markets across North America. Publications feature a variety of content consisting of timely news and resources related to lifestyle, cities, and economies. In each market, the Detroit-based media company promotes local assets and growth while working with community stakeholders in a coordinated effort to attract new talent, inspire business investment, and spur creative thought.

### **Coalition Sponsors and Partners:**

Mt. Pleasant Area Community Foundation  
Isabella Bank  
McLaren Central Michigan  
Central Michigan University  
Saginaw Chippewa Indian Tribe  
Migizi Economic Development Company  
Mid Michigan College  
Mt. Pleasant Chamber of Commerce  
Mt. Pleasant Area Convention and Visitors Bureau

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