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MPLS.ST.PAUL MAGAZINE TURNS 40!

Celebrate all month long with cool prizes, deals and a Birthday Bash

MINNEAPOLIS (April 26, 2012) – Forty = Fabulous! For forty years, *Mpls.St.Paul Magazine* has been bringing the Twin Cities the BEST in style, food and dining, travel, home, health, local interest and more! Celebrate with us as we party all month long.

Find out what we have in store this month at mspmag.com/birthdaybash. Highlights include:

Photo Contest: Show us your Minneapolis and St. Paul! Snap a photo of you and an issue of *Mpls.St.Paul Magazine* at a favorite Twin Cities location. The top winner will win \$500 in prizes. Second place will win \$200 in prizes and 3rd place will win \$100 in prizes.

Facebook Poll: Cast your vote in our Facebook polls and you could win great swag. Go to Facebook.com/mspmag for details.

Daily Deals and Steals: Follow us on Twitter for exclusive deals and promotions from our favorite businesses. Go to Twitter.com/mspmag

Special Subscription offer: Don't already receive our magazine each month? Sign up for our special birthday subscription offer – 77% off the cover price. Hurry, the deal won't last long!

Check out our slideshow of our favorite covers over the years and the video shoot for the May Anniversary cover – a fabulous gown made out of magazine covers!

Birthday Bash – what would a milestone birthday be without a party? Join us on **Monday, May 21 from 5-9 pm at the ASID Showcase Home** (2002 Lake of the Isles Parkway, Mpls). Tickets are \$20. We will celebrate with a garden party packed with entertainment, food, drinks and of course, cake!

"We are thrilled to be celebrating 40 years of bringing the BEST to the Twin Cities community. Our readers can count on us to bring them the stories the Twin Cities will be talking about, and as always, our monthly array of insider tips," says Jayne Haugen Olson, Editorial Director of *Mpls.St.Paul Magazine*. "Come and celebrate with us all month long."

About Mpls.St.Paul Magazine

Mpls.St.Paul Magazine is an award-winning publication providing its own unique blend of lifestyle information, ideas, community insight and service to its readers. For 40 years, Mpls.St.Paul Magazine has celebrated the breadth of Twin Cities life including food and dining, entertainment, local interest, fashion, home, and more. Mpls.St.Paul Magazine sells more issues on average per month than any other monthly local, regional or national publication. For more information, visit our web site at www.mspmag.com.