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Major Editorial Promotions Announced at AARP

Meg Grant takes on new role as Entertainment Director and Celebrity Liaison; Margaret Guroff promoted to Executive Editor

WASHINGTON, DC—Bob Love, Editor in Chief of AARP Publications, announces two major promotions at AARP. Meg Grant will be AARP's first-ever Entertainment Director and Celebrity Liaison, and Margaret Guroff has been promoted to Executive Editor of *AARP The Magazine*.

In her new role, Grant will serve as a liaison between AARP, AARP Foundation and Hollywood. This will not only extend AARP's reach in the entertainment space, but will allow Hollywood to better connect with 50-plus consumers.

"This new role is an indication of just how serious AARP is about engaging with the Hollywood community," says Grant. "I'm confident that the creative minds in the nation's entertainment center will continue to recognize the tremendous value of audiences 50 and over, and I plan to better position AARP to be the bridge between both."

Grant, who joined *AARP The Magazine* in 2008 as its West Coast editor, has over 25 years of experience in magazine journalism, including positions at *PEOPLE* and *Reader's Digest* as bureau chief, writer and editor. She has interviewed and profiled dozens of celebrities and notable figures including Robert Redford, Tom Hanks, Natalie Cole, Dustin Hoffman, Sharon Stone, Dolly Parton, Susan Sarandon, Jimmy Carter and Betty Ford. She lives in Los Angeles.

Features Editor Margaret Guroff has been promoted to Executive Editor where she will take on an expanded role in the editorial planning and execution of *AARP The Magazine*. Since Guroff joined *AARP The Magazine* in 2001, she has filled various roles as health editor, web editor, and editor for the 70-plus demographic while also writing cover stories and features. Guroff, who was previously the editor of *Baltimore* magazine, is the creator and publisher of powermobydick.com, an online annotation of Herman Melville's classic work. Her first book, *The Mechanical Horse: How the Bicycle Reshaped American Life*, is due in April 2016 (University of Texas Press). She lives in Washington, D.C.

"I am delighted to be able to promote these talented and hard-working editors who do so much to keep *AARP The Magazine* timely, lively and relevant," said Love.

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About AARP The Magazine

With more than 35.2 million readers, AARP The Magazine is the world's largest circulation magazine and the definitive lifestyle publication for Americans 50+. AARP The Magazine delivers comprehensive content through health and fitness features, financial guidance, consumer interest information and tips, celebrity interviews, and book and movie reviews. AARP The Magazine was founded in 1958 and is published bimonthly in print and continually online. Learn more at www.aarpmagazine.org.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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