



4700 East Galbraith Road • Cincinnati, Ohio 45236 • 513.531.2690 • [www.fwmedia.com](http://www.fwmedia.com)

Dear Friends of **Memory Makers Magazine**,

After much analysis, we have made the determination to cease publication of **Memory Makers** magazine with the September/October 2009 issue and cancel the annual **Memory Makers Masters** competition.

Since its inception in 1996, **Memory Makers** has been one of the leading magazines for scrapbooking enthusiasts. Likewise, the **Memory Makers Masters** program has provided an exciting outlet for scrapbookers to gain national recognition for their inspirational and creative approach to the craft who went on to publish fabulous books and teach hundreds of classes and workshops.

The passion and dedication of the **Memory Makers** contributors, advertisers, vendors, staff, and readers these past 13 years is what has made this business so rewarding for those of us fortunate enough to publish the magazine. Sadly, in light of increased industry consolidation, severe advertising cut backs, poor economic conditions, and lack of new consumers coming to the hobby, we cannot continue to profitably publish the magazine on- or offline.

As we work to bring this last issue to closure, however, I want to take a moment and thank you for your role in crafting the **Memory Makers** story. The beautiful thing about this magazine is that it has memorialized the scrapbookers and scrapbooking companies forever that really launched this exciting hobby. We are proud and thankful for that heritage.

If you have any specific questions regarding this closure, please contact me directly.

Sincerely,

A handwritten signature in black ink that reads 'Teri Mollison'. The signature is fluid and cursive, with the first name 'Teri' being more prominent than the last name 'Mollison'.

Teri Mollison  
Vice President  
Crafts/Genealogy & Specialty Sales  
**F+W Media, Inc.**

*P.S. Note: This announcement does not impact any of **F+W Media, Inc.**'s other businesses within the scrapbooking market. The company will continue to operate our Web presence at [www.memorymakersmagazine.com](http://www.memorymakersmagazine.com) and publish inspirational scrapbooking books under the **Memory Makers Books** imprint and produce the **Great American Scrapbook Conventions** ([www.greatamericanscrapbook.com](http://www.greatamericanscrapbook.com)).*