

## **Bustle Hires Emily Anne Epstein as Executive Editor, News**

*-Epstein joins Bustle from The Atlantic and, previously, The New York Observer-*

New York, NY — May 11, 2017— Bustle, the largest independent website for millennial women, with an audience of 50 million unique readers a month — announced today the hiring of Emily Anne Epstein as Executive Editor, News. Epstein will oversee content strategy, breaking news, special features, and day-to-day operations of the news vertical.

Epstein joins Bustle from The Atlantic, where she was a Senior Editor and helped lead visual strategy for the company's most ambitious projects. She was an integral part of The Atlantic team honored with a 2016 Digiday Award for "Best Publishing Site Design" and the 2016 ASME Ellie Award for "National Magazine of the Year." Prior to working at The Atlantic, Epstein was the Managing Editor of the New York Observer, leading its 30-person newsroom.

"I'm thrilled to be joining Bustle, which has some of the most brilliant women per capita of any newsroom I've encountered," Epstein said. "I hope to deepen the already incredible coverage that Bustle is known for while carving out a place for millennial women to understand their power in today's political climate."

"Since Bustle launched in 2013, we've been passionate about investing in news — ensuring our audience stays informed about the world and important issues developing quickly around them — which is why we couldn't be more excited to welcome Emily Anne Epstein onto the team," said Bustle's Editor-in-Chief, Kate Ward. "Emily has spent the last decade staying ahead of news cycle, delivering stories to readers in unique, creative, and oftentimes beautiful ways. We look forward to working with Emily to continue to provide our readers with the latest news affecting their lives, and to develop ambitious enterprise stories and content series that bring our coverage to the next level."