



MORE THAN A MAGAZINE — A MOVEMENT

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Contact: Susie Gilligan 310.556.2515

Ms. Magazine Celebrates Milestone 40th Anniversary by Reviving Wonder Woman Cover

Ms. Implores Its Readers: “Vote as if Your Life Depends on It”

Los Angeles – Forty years after *Ms.* thrilled feminists with its inaugural cover declaring “Wonder Woman for President,” the magazine once again features the iconic superhero. For its anniversary issue, the *Ms.* cover shows Wonder Woman on the streets of Washington, DC with women marching to stop the attacks on their rights and carrying signs bearing the slogan: “Vote as if your life depends on it”

Side-by-side images of the two covers can be seen here:
<http://msmagazine.com/images/WonderWomanCovers.jpg>

“Wonder Woman has been an enduring symbol of women’s power,” said Katherine Spillar, executive editor of *Ms.* “We could imagine no better way to urge women to use their own power – the power of their vote – to stand up for themselves and their rights in the coming elections.”

The special fall issue examines what’s at stake for women in November, including access to safe abortion and birth control, economic security and workplace equity, Medicare, Medicaid, Social Security and protections against violence. The issue also provides a detailed rundown on many state ballot measures that affect women’s lives and looks at the record numbers of women running for Congress.

In an essay in the new issue, *Ms.* founding editor and feminist icon, Gloria Steinem reminds readers that the backlash to women’s progress these days is a reaction to the “front-lash” – the success feminists have had in changing laws and attitudes over the last 40 years. “The very force of the opposition – especially to our control of reproduction – should tell us how powerful we are,” Steinem explains.

The Fall issue also features a timeline of major events in the women’s movement and the magazine’s history over the last 40 years, punctuated by readers’ letters about the role *Ms.* has played in their own lives. And another *Ms.* founding editor, Letty Pogrebin, reminisces about how she helped Marlo Thomas launch *Free to Be ... You and Me*, the groundbreaking feminist children’s media venture.

“For 40 years, *Ms.* has been making history, pushing forward and inspiring a movement that has forever changed the world,” said Spillar. “We won’t stop until women and girls everywhere secure equality.”

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433 South Beverly Drive, Beverly Hills, CA 90212 310.556.2515 fx 310-556-2514

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