

INTRODUCING

Ampersand



ON THE PAGE AND ON THE STAGE, FORTERRA PRODUCES *AMPERSAND* MAGAZINE AND *AMPERSAND LIVE*, AN AWARD-WINNING COLLECTION OF STORIES, INTERVIEWS AND ART CONNECTING US TO PEOPLE & PLACE.

Ampersand profiles the people and issues surrounding the urban, working and wild landscapes of the Pacific Northwest.

Ampersand celebrates both the scientific and the quirky.

Ampersand explores both the natural and built worlds.

Ampersand is environmentally-focused while remaining rich, creative and authoritative.

Ampersand turns the spotlight away from our own work and instead **highlights the thinkers and doers of our region whose ideas are helping us keep this place we live a place we love.**

Each issue delivers a wide array of stories: a photo essay on sheepherders in Eastern Washington; a Q & A with James Beard Award-winning Chef Maria Hines; a story about artists remaking a rural town east of the Cascades. Ampersand brings together local contributors—because who better to talk about this place than the people who live here?

AMPERSAND AT A GLANCE:

- *Ampersand* Magazine distributed to 6,000 readers—Forterra members, galleries, performance spaces, museums, coffee shops and local businesses; garners over 11,000 views annually, promoted to 8,500+ user social media audience.
- Ampersand LIVE: plays to sold out audiences (850 seats) at Town Hall, and for 2017 has moved to the Moore Theater in downtown Seattle (1,400 seats) on October 26.
- *Ampersand* is the winner of the 2016 and 2017 APEX Award for Excellence and a 2016 Society of Professional Journalists runner-up for short-form feature news reporting.

Now we'd like to highlight you. Ampersand is a great way to spark conversation about this place we call home. By supporting Ampersand, you will be recognized as a leader in fueling that spark, inspiring ideas to ensure a sustainable future for all.



"TWO DAYS AFTER THE RESULTS OF THE 2016 PRESIDENTIAL ELECTION SHOCKED THE NATION, MORE THAN 800 CITIZENS GATHERED UNDER THE VAULTED CEILINGS OF THE GREAT HALL... AND ON THAT NIGHT, LIKE SO MANY OTHERS, SOMETHING MAGICAL OCCURRED."

SEATTLE WEEKLY ON AMPERSAND LIVE