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FOR IMMEDIATE RELEASE

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NOTE: Correction on Publishing Start Date of the Mountain Xpress is 1994, not 1995.

WNC magazine Announces Addition of James Fisher to Sales Team

Asheville, NC – On April 25, WNC magazine will welcome publishing industry veteran James Fisher to its staff as a Senior Account Executive. Fisher comes to WNC, after 16 years with the *Mountain Xpress*, Asheville's alternative weekly paper, where he was the Director of Business Development.

"I am absolutely thrilled to join the WNC magazine team! The quality of everything they do shines through, from the magazine and website to the many events that support our community. I can't thank *Mountain Xpress* enough for these last 16 years. It has been a privilege to work with so many talented and passionate people there. I look forward to my new journey with WNC magazine and continuing to champion Asheville and Western North Carolina!"

Fisher was one of the original staff members of *Mountain Xpress* which began publishing in 1994. During his tenure with the paper, he was promoted to Advertising Director, and most recently Director of Business Development. He has also been an active member of the Asheville community, putting his time and effort into such events as L.E.A.F. and Bele Chere, as well as collaborating with the Asheville Downtown Association.

WNC is a unique lifestyle magazine celebrating the people, arts, architecture, history, and foodways of Western North Carolina. Each issue includes features on current topics facing residents, profiles on intriguing locals, and regular departments with gorgeous homes, great weekend escapes, a calendar of regional events, and a comprehensive dining guide. WNC is available nationwide by subscription and on newsstands. Please visit www.wncmagazine.com to learn more.

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