



NEWS RELEASE

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FOR IMMEDIATE RELEASE

In Their New Book, Miss Manners and Her Newlywed Daughter Show How to Throw a Dignified Wedding; Free Excerpts Available to Miss Manners Clients to Create Spring Wedding Sections

NEW YORK, February 22, 2010 – When did weddings get so out of hand? In their new book, *Miss Manners' Guide to a Surprisingly Dignified Wedding* [W.W. Norton & Company, 2010], Judith Martin and her newlywed daughter Jacobina show that a proper, dignified wedding can be less stressful and more enjoyable than any over-the-top, self-indulgent affair. The book, in typical **Miss Manners** fashion, is sensible, straightforward and humorous, and three excerpted columns are available at no charge to clients (you'll find them wherever you pick up your regular features). These columns are an ideal complement – or centerpiece – to a spring wedding section!

Each excerpt imparts useful advice to couples that will keep them sane and ensure that all of their guests – not just themselves – have a fun, memorable time on the big day. The first column warns against a couple “personalizing” its wedding too much, such as by forcing everyone to eat uncooked food because they’ve adopted a raw-food lifestyle. It can alienate guests: “Unfortunately, personalizing your wedding turns out to mean de-personalizing everyone else.” The second includes a list of “Things a bride need not trouble her pretty head about,” such as not worrying about whether or not she likes his relatives (they have to be invited) and not developing a theme for the wedding (“the theme is marriage,” **Miss Manners** says). The last column dispels the notion of “my day,” reminding couples that they should not expect their parents to pay for everything and they shouldn’t cling to unrealistic childhood fantasies of how they want their wedding to be.

Judith Martin’s **Miss Manners** newspaper column — distributed thrice-weekly by United Feature Syndicate and carried in more than 200 newspapers in the United States and abroad — has chronicled the continuous rise and fall of American manners since 1978.



Mrs. Martin's writing aims to both instruct and provoke her audience, as numerous commentators have observed. "Judith Martin is The National Bureau of Standards," states columnist George Will. She's written "some of the toughest social criticism you are likely to read," according to critic Charlie Toft. *The New York Times* declares her work "an impassioned plea for a return to civilized behavior." The *Los Angeles Times* deems her "an authentic visionary" and her writing "a kind of study in cultural anthropology, even if she dresses up her field notes with artful parody and self-deprecating humor."

United Media is an information and entertainment company that develops and markets 150 comic strips and editorial features worldwide, including **Miss Manners, Steve and Cokie Roberts, Peanuts, Dilbert, Get Fuzzy** and **Pearls Before Swine**. United Media (www.unitedfeatures.com) is a wholly owned subsidiary of The E.W. Scripps Company (NYSE:SSP), a diverse media concern with interests in national lifestyle television networks, newspaper publishing, broadcast television, television retailing, interactive media and licensing and syndication.

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