



Media Contact:

Kristin Bush

Communications Director, RipeOrange

(949) 261-7473, ext. 303

kristin@ripeorangeinc.com

**OC METRO Celebrates 20 Years of Delivering
Business News to Orange County**

*Special 20-year commemorative edition chronicles the issues, people
and events that have helped shape Orange County.*

Newport Beach, Calif. (July 1, 2010) — This month [OC METRO](#) celebrates 20 years as Orange County’s premier business and lifestyle media brand. To mark the milestone, OC METRO has published a special collector’s edition. The July 2010 issue is a retrospective of the people and events that have defined the region over the past two decades. **View slideshow: [20 Years of OC METRO Covers.](#)**

Steve Churm, CEO of Churm Media and Publisher of OC METRO purchased the former Metropolitan Journal in July 1990. Under Churm’s leadership, the magazine has published 488 consecutive print issues and the company has evolved into a 360-degree media company that now delivers content through multiple brands and over multiple platforms.

“It has been a privilege for the past 20 years to chronicle the growth and influence of Orange County economically and culturally,” said Churm. “This community is one of the most dynamic in the world and OC METRO has been there for two decades to capture it all.”

Learn more about Churm Media CEO:

[Two decades and counting: A Q&A with Steve Churm.](#)

[Video interview with Steve Churm.](#)

According to a study by MediaPost Communications, a total of 433 magazines folded in 2009*. But at a time when many media companies are cutting back and struggling to capture the interest and attention of advertisers and followers,

OC METRO is expanding its offerings and looking at new ways to deliver quality content.

“At OC METRO, thinking outside the box is applauded,” said OC METRO Editor-in-Chief, Tina Borgatta. “Trying something new – be it in print, video or through social media – it’s just the way we do things around here and it’s one of the reasons we’re still around.”

Take a historical journey detailing the events and highlighting the people who helped to shape Orange County, California by visiting www.ocmetro.com.

ABOUT OC METRO BUSINESS MAGAZINE

Since 1990, OC METRO has been a respected source for business news and information in Orange County. The print version of OC METRO magazine is published monthly and distributed at more than 1,200 locations throughout Orange County. Combining print and online traffic, OC METRO reaches more than 300,000 business professionals and executives monthly.

ABOUT CHURM MEDIA

Churm Media is a leading regional, full-service media company based in Newport Beach, California. The privately held company publishes 5 niche consumer magazines (OC METRO, OC Family, OC MENUS, Inland Empire Family and Southland Golf) and 5 interactive Web sites serving readers and advertisers in five Southern California counties – Orange, Los Angeles, San Diego, Riverside and San Bernardino. The company prints and distributes more than 400,000 magazines per month with a total audience – print, online and events – of more than 1.5 million readers/viewers per month. RipeOrange, a full-service marketing, communications and design firm is also owned and operated under Churm Media. Churm Media has 3 Southern California offices in Newport Beach, Santa Ana and Riverside and employees 40 full-time staff persons. In addition to print and online media, the Churm Media produces annual business-to-business, family and consumer events.

www.churmmedia.com

###