

FOR IMMEDIATE RELEASE
September 6, 2013

The Hook will publish its final issue on Thursday, September 26, the free weekly newspaper's parent company announced today, and its editorial and business resources will be folded into a bigger, better version of C-VILLE Weekly.

Two-and-a-half years after a parent company was formed to run the two competing weeklies, its owners have decided that the readers, advertisers, and staff would be best served by combining the resources of the two papers to create a more robust print and online hyperlocal media organization.

“Charlottesville is an amazing media market that has allowed two weekly papers to co-exist, basically because people demand high quality local journalism. After taking our time to look at it from nearly every angle, we came to the conclusion that the best way to serve the community was to combine the papers,” said Blair Kelly, a partner in the parent company, Charlottesville Publishing Group (CPG). “We think the decision is the best way forward from both a business and an editorial perspective, and we look forward to serving the community with outstanding journalism for another 25 years.”

The Hook has built a reputation for feisty, timely local news reporting. The new version of C-VILLE will carry that legacy forward while building on its own 25-year history as an intelligent, progressive journalistic voice for news, arts, and culture in one of the country's great university towns.

“The merger allows us to eliminate the duplication of efforts and reinvest in content delivery that we believe will serve the community better both in print and online,” said Bill Chapman, another CPG partner. “Several key members of The Hook's team will remain to help make that happen.”

Worth noting:

- C-VILLE Weekly's circulation will grow to an all-time high of 25,000, making it the largest circulation newspaper in the Charlottesville market.
- C-VILLE Weekly's publication day will move to Wednesday. As a result, the newspaper's cultural and dining coverage will come out closer to the weekend and its news section can better cover city and county government meetings that happen early in the week.

About C-VILLE Weekly:

C-VILLE was founded in 1989, and publishes C-VILLE Weekly, Abode, C-VILLE Kids, C-VILLE Weddings, Bites and Sights, Generations, HooYa! and other local niche publications. The company also has a contract with the Charlottesville Area Association of Realtors (CAAR) to produce and distribute Real Estate Weekly.

Bill Chapman and Blair Kelly
Charlottesville Publishing Group

Contact Blair at (434) 981-6676
Contact Bill at (434) 242-7901

