

**FOR IMMEDIATE RELEASE**

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**Media Contact:** [editor@vtnewsguide.com](mailto:editor@vtnewsguide.com)

**Here Comes *THE GUIDE!***

[East Arlington, Vermont]— Old Mill Road Media is thrilled to announce the official launch of *THE GUIDE*, the new, weekly digital e-blast from *Manchester Life Magazine*.

*THE GUIDE* features a curated selection of events happening each week, alongside engaging stories about the local arts and music scene. Its content is also showcased on the *Manchester Life Magazine* website, providing an accessible and vibrant platform for both locals and visitors alike

It is the newest iteration of the beloved *Vermont News Guide*, which has been a cornerstone of Southern Vermont for over 70 years.

Originally launched in 1954 as *The Shopping Guide*, the paper changed a few hands, ultimately landing in those of artist/photographer Gene Pelham and his wife, Kay, who put the paper together in their Arlington home, using a headline that read: “*THE GUIDE ... to Shopping, Recreation, and Entertainment.*” *THE GUIDE* featured Manchester and its nearby communities.

*The Vermont News Guide* has, once again, been rebranded as “*THE GUIDE*,” curated by the *Vermont News Guide*’s trusted editor, Megan Demarest. *THE GUIDE* will continue to share community events, the arts, and highlight the region’s music scene. The new combined website for *Manchester Life Magazine* and *THE GUIDE* is part of the launch.

“We’ve received an incredible amount of positive feedback and community support since announcing *THE GUIDE* in November,” says Dr. Joshua Sherman, CEO of Old Mill Road. “We are excited to share community updates in a more timely fashion and in an easy-to-navigate digital format. We remain committed to keeping our region vibrant for both locals and visitors alike—and we thank the community and advertisers who make it all possible.”

“I can’t wait to see where the next chapter in this longstanding community resource takes us,” shares Megan. “I fully respect the history of the *Vermont News Guide* and I’m looking forward to honoring its legacy while expanding its reach and giving it a modern update.”

Also new in 2025, *Manchester Life Magazine*, previously published once a year, is going to be published twice yearly. There will be “Summer/Fall” and “Holiday/Winter” issues, showcasing some of the biggest stories of Manchester and the Mountains.

To sign up for *THE GUIDE*, visit: [manchesterlifemagazine.com](http://manchesterlifemagazine.com)

### About Old Mill Road Media

Old Mill Road Media—based in East Arlington, Vermont— is the publisher of *BERKSHIRE Magazine*, *VERMONT Magazine*, *STRATTON Magazine*, *MANCHESTER LIFE*, *THE GUIDE*, and *Music in the Berkshires*. In addition, Old Mill Road offers a full range of media and marketing services, including Audio and Video Production, Graphic Design services, Website Design services, and Social Media management.

### About Megan Demarest

Megan is the Editor of *THE GUIDE* and Special Projects Manager for Old Mill Road Media in East Arlington, VT. She holds a Bachelor of Fine Arts in performance from Salem State University and a master's degree in library and information science from Simmons University. She is a producer, director, actor, writer, and singer who enjoys working with The Dorset Players in Dorset, VT and performing with her husband, musician Matthew Steckler, and her son, Elliott. She loves all things culinary - cooking, baking, and concocting (as much as her schedule will allow). Other passions include travel, animals and animal welfare, and researching anything under the sun. Megan, Matthew, and Elliott live in East Arlington with their beloved cat, Ella.

To share editorial for consideration in *THE GUIDE*: [editor@vtnewsguide.com](mailto:editor@vtnewsguide.com)

To advertise: [Donna@oldmillroadmedia.com](mailto:Donna@oldmillroadmedia.com)

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