

Catapult Creative Labs Launches 2018 with New Hires

Andrea Kupfer Joins Catapult Team as Vice President, Account Executive; and Christina Erb LoVullo is Named Creative Services Director

Boulder, CO (March 20, 2018) – **Catapult Creative Labs**, the internal marketing communications agency of **Active Interest Media** (AIM), today announced the hires of Andrea Kupfer as vice president, account executive; and Christina Erb LoVullo as creative services director. Kupfer will lead Catapult's long-term sales growth and profitability, while Erb LoVullo will oversee Catapult's marketing and creative services.

Catapult is positioning itself for a third consecutive year in solid business growth with the addition of veteran talent. After a strong launch in 2016, the agency enjoyed more than 80-percent growth in 2017, and has created these two new positions to solidify its core efforts in custom content, digital marketing, and lead generation.

"I anticipate Andrea and Christina to be the catalysts we need for the kind of growth we are forecasting for the rest of this year," said Jonathan Dorn, chief innovation officer of Active Interest Media. "Our philosophy on custom, non-traditional content programs anchored by the Active Interest Media titles continues to attract top-notch talent as well as promising new clients."



Andrea Kupfer

Catapult's mission is simple: facilitate dynamic conversations between Active Interest Media's clients and its 40 million enthusiasts. Catapult taps into AIM's stable of industry experts, from equine and marine to outdoor and healthy living, to facilitate brands engagement via co-curated targeted messaging with its highly engaged audience. With Kupfer and Erb LoVullo's addition to the team, Catapult's 2018 is even more creative, credible, and connected.

Kupfer will grow existing accounts and develop innovative programs to position Active Interest Media's marketing and creative services division for long-term sales growth and profitability. She joins the company with more than 20 years of brand, digital, email and strategic marketing expertise. Previously, she led a successful marketing consulting firm focused on healthcare technology, financial services, mobile technology and the publishing industry.

Erb LoVullo is a seasoned communications lead, with a strong background in journalism. She previously worked at *Outside* magazine and has written for a number of premium magazines and newspapers, including *Men's Journal* and *The New York Times*. Prior to joining Catapult, Erb LoVullo served as a senior account executive at Verde Brand Communications, where she led communications for a dozen top-tier outdoor brands. She has deep experience creating traditional and non-traditional media strategies, retailer and consumer events, promotion, and reputation management; and branding campaigns for clients large and small.



Christina Erb LoVullo

Catapult offers a full range of client services including custom content, ad creative, social strategy, video and TV production, lead generation, brand strategy, event activation, research, data services, and more. Learn more at catapultcreativelabs.com.

About Catapult Creative Labs

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About Active Interest Media

One of the world's largest enthusiast media companies, Active Interest Media (aimmedia.com) produces leading consumer and trade events, websites, magazines, films and TV shows that reach 36 million readers, fans, and attendees in 85 countries. AIM produces the world's largest boat shows, led by the annual Ft. Lauderdale International Boat Show, as well as the World Series of Team Roping, the second-richest equestrian competition in the world. Our brands include *Yoga Journal*, *Backpacker*, *SKI*, *Vegetarian Times*, *Anglers Journal*, *Yachts International*, *Sail*, *Power & Motoryacht*, *Black Belt*, *American Cowboy*, *Spin to Win Rodeo*, *Practical Horseman*, *Dressage Today*, *Oxygen*, *Clean Eating*, *Log Home Living*, *Old House Journal*, *Cabin Living*, *Woodsmith*, *Garden Gate*, and more. The company's six divisions—the Equine Network, Home Group, Healthy Living Group, Marine Group, Outdoor Group, and Creative Home Group—also operate thriving B2B platforms, online universities, and retail events. Core competencies include lead generation (through our Qualified Buyer Program), marketing



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services (through our in-house agency, Catapult Creative Labs), and video production; Warren Miller Entertainment is the most successful adventure-film company in history, IDEAFit is the world's leading organization of fitness and wellness professionals, and AIM Studios is dedicated to digital video and television production. Active Interest Media's customers are smart, engaged, and loyal, and they look to our brands for trustworthy information and services that will inspire and enable them to enjoy their passions.