

**Statement from Anne Newkirk Niven, Publisher, BBI Media, Inc.**  
[www.bbimedia.com](http://www.bbimedia.com)

The cataclysmic news of the final bankruptcy and liquidation of the Borders bookstore chain (resulting in an immediate and pressing gap in our cashflow) rocked me back on my heels just as I was setting down to write the editorial for the 25th anniversary issue of SageWoman. In an additional irony, just as Borders was announcing its liquidation, copies of the current issue of Witches&Pagans were rolling off the presses — thousands of which are now sitting on the dock at our printer, with nowhere to go.

The immediate loss — due to the six-to-ninth month gap between distribution and payment of newsstand copies — caused by the Borders collapse is likely to come in between \$18,000 and \$30,000. Like many other independent titles, this is a clear and immediate threat to our continued existence. Our plan — identical to the one we rolled out in 1997 when magazine distributor Fine Print went bankrupt owing us a similar amount — is to go directly to our readers, and ask them to donate enough to get us over the hump. In 1997, our readers generously donated to keep SageWoman going, and we hope that when we roll out a full-scale fundraising effort in September, our readers will respond again.

This crisis is a body blow, no doubt about it. But we believe that our readers will help us move past this devastating event into the future with confidence and strength. We are already offering digital download versions of our magazines and have plans to further expand our offerings for digital and mobile devices. But for the moment, print is what pays the rent, which is why we need our readers to subscribe, give gift subscriptions and, if they are able, to donate.