



Real Recipes from
Real Home Cooks

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Contact: Meaghan Hickey
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(615) 599-8751 x119
meaghan@justapinch.com

JUST A PINCH WINS SILVER DAVEY AWARD FOR LIFESTYLE SITE

Social Network Continues to Receive Industry Recognition

(Nashville, Tenn.) – From a pool of nearly 4000 entries, recipe and coupon social network Just A Pinch Recipes (www.justapinch.com) was awarded a Silver Davey Award for Lifestyle Site. This comes on the heels of being recognized by W3 with three awards, including a Gold for Best Food and Beverage Site.

The Davey Awards honors organizations making big impacts in their field. The Davey is sanctioned and Judged by the Academy of Interactive and Visual Arts (AIVA). AIVA members include executives from Conde Nast, Disney, Microsoft, Yahoo! and more.

This is the site's twenty-fifth award in a little under four years. In that same time, the site has become the largest database of user-posted recipes on the internet. It's 10 million unique visitors and 1.3 registered users call the site "Facebook for recipes" and time spent on site averages upwards of 16 minutes per session, 1-3 times per day on the site.

More information about Just A Pinch can be found at www.americanhometownmedia.com

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About www.justapinch.com:

Just A Pinch Recipes is the largest and fastest-growing database of user-posted (UGC) recipes...anywhere. It's a true vertical social network with 80,000+ home cook recipes posted annually and 20,000+ recipes saved daily through Pinch It! functionality that allows users to save recipes from virtually anywhere online to their digital recipe boxes. The site is a true digital hub for all of users' recipe and social interactions around cooking. Founded in 2010, the site is the primary subsidiary of Nashville, TN-based American Hometown Media.