

# Fun Fast Facts About AnnLanders.com

## Esther Pauline “Eppie” Lederer AKA Ann Landers

- ✓ **Birth Name:** Esther Pauline “Eppie” Lederer
- ✓ **Hometown:** Sioux City, Iowa
- ✓ **Name of Column:** Ask Ann Landers
- ✓ **Type of Colum:** Advice
- ✓ **How She was selected to write column:** She won a newspaper writing contest
- ✓ **Year She Began Writing Column:** 1955
- ✓ **Newspaper Lander’s First Column Appeared In:** Chicago Sun-Times
- ✓ **Lander’s Household Phrases:** “Smell the coffee” and “Time wounds all heels.”
- ✓ **Ann’s Nickname:** “America’s mother”
- ✓ **Number of Readers:** 90 million
- ✓ **Number of Daily Newspaper Syndicates:** 1200
- ✓ **Landers Twin-Sister’s Advice Column:** *Dear Abby*
- ✓ **Date She Died:** June 22, 2002
- ✓ **Last Published Column:** July 27, 2002
- ✓ **Years Since Final Column:** 17

## AskAnnLanders.com

- ✓ **Website:** www.AnnLanders.com
- ✓ **AnnLanders.com Launch Date:** June 4, 2019
- ✓ **Heir to “Ask Ann Landers” Column:** Margo Howard, her daughter
- ✓ **Why Relaunching Column Online:** To shepherd new generation with common-sense advice
- ✓ **Percentage of Millennials and Gen Xers in Therapy:** 21%, 16 %
- ✓ **Howard’s Partners in Classic Relaunch:** Jim Hoffman and Andrew Tenenbaum

## Margo Howard: Writer, Author, Columnist, Advice Columnist

- ✓ **Howard’s First Newspaper Column:** *Chicago Tribune*, 1993
- ✓ **Howard’s Former *Chicago Daily News* Column:** “Margo”
- ✓ **Columns:** Regular columnist *Boston Magazine*, guest columnist *New York Newsday*
- ✓ **Name of Howard’s Former Advice Column on Slate:** “Dear Prudence”.
- ✓ **Howard Freelanced For:** *The New Republic*, *People*, *The Nation* and *TV Guide*.
- ✓ **Number of Howard’s Books:** 3, two of which are about her mom
- ✓ **Howard’s Book Titles:** *Eppie: The Story of Ann Landers*; *A Life in Letters: Ann Landers’ Letters to Her Only Child*; *Eat, Drink, and Remarry: Confessions of a Serial Wife*

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