

FAN



TRIUMPH OF THE YUPPIES

America, the Eighties, and the Creation of an Unequal Nation

TOM McGRATH



Triumph of the Yuppies: America, the Eighties, and the Creation of an Unequal Nation

Tom McGrath

Award-winning journalist and author of the newsletter *Common Ground*.

Rachel Slade

Award-winning journalist and author of *Into the Raging Sea* and *Making It in America*.

Tuesday, November 12, 2024, 7:00 PM

Register: www.bit.ly/McGrathFANWebinar

PLUS: After-Hours Event!

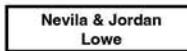
Purchase a copy of *Triumph of the Yuppies* from FAN's partner bookseller The Book Stall to receive a link to an interactive "After-Hours" event hosted by McGrath and Slade. Details on the Zoom registration form.

This event is #freeandopentothepublic and will be recorded.
Suitable for youth 12+

Presented by **FAN** and 40 of our member schools and organizations.
familyactionnetwork.net



SPONSORS



PARTNERS



SUPPORTERS

The Alliance for Early Childhood + The Anderson Family + Gorton Community Center + Stephanie & Roger Hochschild + Maureen & Collin Kebo Mammel Foundation + The McCall Family + Northwestern University/SESP + Santa Clara University College of Law + Diana Terlato



FOR IMMEDIATE RELEASE: TOM McGRATH – ON ZOOM

CONTACT: Lonnie Stonitsch, Executive Director of FAN, lonnie@familyactionnetwork.net

Tuesday, November 12, 2024, 7:00 PM, Triumph of the Yuppies: America, the Eighties, and the Creation of an Unequal Nation, a FAN webinar featuring Tom McGrath in conversation with Rachel Slade. REGISTER: www.bit.ly/McGrathFANWebinar

BONUS AFTER-HOURS EVENT: Attendees who purchase a copy of *Triumph of the Yuppies* from FAN's partner bookseller The Book Stall are invited to attend an AFTER-HOURS event hosted by McGrath and Slade that will start immediately after the webinar. Details on the webinar registration page.

Brimming with lively and nostalgic details, award-winning journalist and author **Tom McGrath's** new book *Triumph of the Yuppies: America, the Eighties, and the Creation of an Unequal Nation* charts Boomers' transformation from hippy idealists in the late 1960s to careerists in the early 1980s, and details how marketers, the media, and politicians pivoted to appeal to this influential new group. Yuppie values had an undeniable impact on the worlds of fashion, food, and fitness, as well as affecting the broader culture—from gentrification and an obsession with career success to an indulgent materialism. Most significantly, the me-first mindset typical of Yuppiness helped create the largest income inequality in a century.

By the time their obituary was being written in the late 1980s, Yuppies—the elite, uber-educated faction of the Baby Boom generation—had become a cultural punchline, but amidst their preoccupation with money, work, and the latest status symbols, came a serious redefinition of American culture that continues to have profound ramifications decades later.

McGrath was the editor-in-chief of *Philadelphia* magazine, as well as chief content officer of Metro Corp., the parent company of *Philadelphia* and *Boston* between 2010 and 2020. Under his leadership, the magazines won more than fifty awards for editorial excellence. He is also the author of the newsletter *Common Ground*, which explores issues related to politics, culture, and the economy.

McGrath will be in conversation with **Rachel Slade**, the former executive editor of *Boston* magazine. She is the author of two books: the award-winning *Into the Raging Sea*, about the sinking of the container ship *El Faro*; and 2024's *Making It in America: The Almost Impossible Quest to Manufacture in the USA (and How It Got That Way)*. Slade's editing and writing have won national awards in civic journalism, reporting, reader service, and criticism. She was awarded a MacDowell Fellowship for the fall of 2024.

This event suitable for youth 12+. It will be recorded and available on FAN's website and YouTube channel.

Sponsored by **FAN**, in partnership with The Avery Coonley School, Baker Demonstration School, Beacon Academy, Bernard Zell Anshe Emet Day School, British International School of Chicago/Lincoln Park, British International School of Chicago/South Loop, Catherine Cook School, Chicago Jewish Day School, Compass Health Center, Countryside Day School, Evanston Township High School D202, Family Service Center, The Frances Xavier Warde School, Francis W. Parker School, Gorton Center, Haven Youth and Family Services, Hyde Park Day School, Illinois Student Assistance Commission, Kenilworth D38, Lake Bluff D65, Lake Forest Country Day School, Latin School of Chicago, Leo Catholic High School, Lycée Français de Chicago, North Shore Country Day, Northwestern University Office of Neighborhood and Community Relations, Northwestern University School of Education and Social Policy, Pope John XXIII School, Regina Dominican High School, Resurrection College Prep High School, Rogers Park Montessori School, Roycemore School, Santa Clara University School of Law, The Sonia Shankman Orthogenic School, Stevenson High School D125, University of Chicago Crown Family School of Social Work, Policy, and Practice, Wilmette Public Library, Wolcott College Prep, Woodlands Academy, Youth & Opportunity United.