

HEEB

the
**CHOSEN
ISSUE**

**BREAKFAST OF
CHAMPIONS**
superbad's jonah hill

THE HEEB
100

**JOAN RIVERS:
9/11 WIVES BEWARE**

**MARISSA NADLER
(CHAN MARSHALL: YOUR
15 MINUTES ARE OVER)**

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Perhaps it's this way for you too: We won't eat anywhere that hasn't received glowing reviews by at least two publications, we won't watch a movie that doesn't have precisely the right collection of actors and we won't sleep with anyone who has even a single black mark on their musical tastes (Good Charlotte? Please move along).

So we've come to terms with the fact that we're a little choosy. And while we painstakingly curate content for each installment of *Heeb*, the Chosen Issue—and the *Heeb* Hundred feature—gave us a great excuse to unleash our OCD tendencies.

So how *did* we pick 100 rising stars for our second *Heeb* Hundred roundup? Well, we approached it the way a highly selective liberal arts college would (you know, the kind without grades): We looked for impressive performances, stellar recommendations, the potential for greatness and, of course, the right fit.

The other features in this issue were selected just as carefully. From a profile on Joan Rivers, who's chosen to return to her downtown comedy roots ("Joan of Snark," page 32); to Mike Albo's tale of being selected for a less than desirable honor ("My Stalker," page 40); to an investigation into the grown men who elect circumcision ("A Cut Above," page 28); to an interview with Jonah Hill, the guy Judd Apatow hand-picked to inherit the teen comedy crown ("King of the Hill," page 24)—these stories are the closest we come to connecting with the age-old idea of a "Chosen Nation."

But to truly enliven the concept of "chosen" we had to take a deep breath and let go of the reins a little, allowing someone else to make the issue's biggest choice of all: the cover. Jonah and Seth Rogan came up with a hilarious idea in the grand tradition of *American Pie*—a bagel's hole being primed with KY Jelly.

So please, sit back and absorb the glory of the Chosen Issue. And if you'd like to second-guess our choices, go right ahead and send us a letter. Maybe we'll pick yours to print in the next issue. Then again, maybe we won't.

Love,

Rebecca Wiener
Editorial Director

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Chloé Jo Berman has been throwing extravagant NYC parties since she was 15. A former Orthodox Yeshiva girl turned glittery nightlife guru, Berman now serves as Farm Sanctuary's Event Planner and Celebrity Liaison (she's recently wrangled Forest Whitaker, Ellen DeGeneres and David Duchovny), and runs the Girlie Girl Army, a female-focused lifestyle newsletter with over 20,000 eager subscribers. And every Thursday, the 30-year-old doles out tips to the loyal listeners of Philly's #1 radio station, Q102, in her capacity as its Fashion and Lifestyle Correspondent.

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