

GET OUT THERE

MAGAZINE

Get Out There Magazine to Produce Official Event Guide for Inaugural Run Canada Month

Toronto, ON (December 12, 2011) Get Out There Magazine is delighted to announce a partnership with the Run Canada Committee to produce the Official Event Guide for the inaugural Run Canada Month. The guide will appear as a section in the March/April issue of Get Out There Magazine and will provide advertisers with the opportunity to directly support Run Canada Month races and associate their advertising with this unique event.

Run Canada Month will take place in April 2012 and aims to promote running to people of all ages across Canada. Run Canada Month will focus on four key initiatives; Run Canada Races, Run Canada School Program, endurance group support and media engagement. Run Canada Month will also endeavour to raise funds to support Canada's increasingly well-known top distance running athletes in their pursuit of worldwide running glory.

"Get Out There is absolutely delighted to be partnering with Run Canada Month. Given our relationship with the running community, this is a very natural extension for us in terms of further supporting the growth of the category in Canada. We're also very excited about the opportunity this will provide to companies and organizations interested in associating their brand with Run Canada Month. It's a win-win all around!" says Get Out There Magazine's publisher Marissa Schroder.

Anyone interested in learning more about advertising opportunities in the Guide are encouraged to contact Robert Lauder, Get Out There's National Sales Manager, at 905-655-0863.

About Get Out There Communications Inc.

Get Out There Communications Inc. is the publisher of Get Out There, Canada's leading network of outdoor recreation and endurance sports magazines. Serving 160,000 readers through the print magazine and thousands more online, Get Out There is the leading resource for active Canadians. Annually 200,000 copies of Get Out There are

distributed at events and in race kits, in addition to retail and resort distribution across the country. Online Get Out There boasts a website featuring Canada's largest searchable calendar of sports and outdoor recreation events, bi-weekly-newsletters, an iPhone App and social networking forums. Get Out There also organizes events, notably NordicFest, Ontario's Cross Country Ski and Snowshoe Festival. Get Out There publishes The Race Director's Guidebook which is distributed to 1,000 race directors in print every year.

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For more information about Run Canada Month visit:

www.runcanada.ca