

## **Get Out There Magazine launches new online hub for active Canadians**

Toronto, Ontario (August 8, 2009) --- Get Out There Magazine's popular website [www.GetOutThereMag.com](http://www.GetOutThereMag.com), just got a whole lot bigger. This week the company launched its 2.0 version of the online hub that serves Canada's vast community of outdoor enthusiasts, weekend warriors and endurance sport athletes.

The newly revamped site is substantially more interactive and designed to expand services available to its online community of members and visitors. The new site features Canada's largest directory of sports and outdoor recreation events, an up-to-the-minute news services, a community forum and tools such as route-mapping technology for runners and a database of published articles from Get Out There Magazines.

"The site is really the next step for us in building our community," says publisher and founder Marissa Schroder. "We've built a strong following in the print world with our magazines and now we want to build on the success we've had on the web by growing our community even more."

In addition to services available to readers, the site will offer extended coverage for Get Out There Magazines' advertisers – through banner ads and a wide range of free services. "We've always been of the opinion that our advertisers need and want more than an ad in a print magazine," says Schroder, "online we provide them with access to a community genuinely interested in their products and services. It's a win-win."

The site will continue to grow in the coming weeks and months, with the expansion of it's "Blogsphere", a database of blogs by influential Canadian amateur athletes, and Outdoor Directory, which will include all manner of outdoor activities, clubs, organizations and services from across the country.

Visit [www.GetOutThereMag.com](http://www.GetOutThereMag.com) to explore the new site. Advertising inquiries may be directed to [info@GetOutThereMag.com](mailto:info@GetOutThereMag.com).

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