

Get Out There Magazine Awarded Contract to Produce Vancouver and Calgary Snow Show Event Guides

June 9, 2009 (Toronto, ON) --- Get Out There Magazine, Canada's leading outdoor recreation and endurance sport publication, has been awarded the contract to produce the event guides for the 2009 Calgary and Vancouver Snow Shows. The shows, produced by Canwest Trade Shows out of Calgary, attract thousands of skiers and boarders from across western Canada each year.

This will be the first time that the show guides will be produced in conjunction with a major national publication. The event guides will appear in the full run of Get Out There Magazine's western Canada editions, a move that will provide previously unmatched exposure for the shows' exhibitors.

The new event guides, along with the excitement of the 2010 Olympics are expected to result in a dramatic increase in show attendance and exhibitor participation. "In awarding the contract for these guides to Get Out There Magazine, we're increasing the value for our exhibitors both in terms of direct contact with the public at our shows, and by providing them with preferential advertising rates in Get Out There for the season" says Terra Connors, General Manager at Canwest. "It's really the best of both worlds – personal contact with skiers and boarders at the shows and consistent exposure throughout the season in Get Out There."

Marissa Schroder, President of Get Out There Communications Inc., concurs. "Get Out There has always been a great vehicle to reach active Canadians in an affordable, grassroots way. We're absolutely delighted to provide this unique 'one-stop-shop' opportunity for western Canada's ski industry."

The guides for the Vancouver and Calgary shows will be published in Get Out There's September/October 2009 and November/December 2009 editions (respectively). Advertising in the guides is reserved for show exhibitors and offered at a significant discount to Get Out There's rate card.

For more information please contact:

Terra Connors
General Manager
Canwest Trade Shows Inc.

403-242-0859

Marissa Schroder

President

Get Out There Communications Inc.

416-904-1590

About Get Out There Communications Inc.

Get Out There Communications Inc. is the publisher of Get Out There Magazines, Canada's leading network of outdoor recreation and endurance sports magazines. Serving 160,000 readers through the print magazines and thousands 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. The custom publishing division of Get Out There produces both print and digital publications for a range of companies and organizations.

About Canwest Trade Shows Inc.

Canwest Trade Shows brings you the experience and knowledge of a leading integrated Show company. The largest independent Show Producer in Western Canada, Canwest produces more than 20 successful retail trade shows each year.