



media release

Get Out There Growing Strong

Toronto, ON (May 19, 2005) – Residents of the Greater Toronto Area (G T A) might just be a little healthier and more active these days – thanks to the rapid growth of a new magazine designed to encourage participation in sports and outdoor recreation activities. Since its launch in November of last year, **Get Out There Magazine** has secured over 500 distribution points in the G T A – now reaching over 40,000 readers across the region.

Distributed free-of-charge through sports and outdoor stores, fitness clubs, sports medicine clinics, university/college athletic facilities, community centres and amateur sporting events, **Get Out There** follows a similar format to local entertainment/alternative news guides (such as *NOW Magazine* or *eye Weekly*), but with a focus on active living. “Our goal is to make our community healthier – by encouraging people to get active by taking advantage of all the sports and outdoor activities that are available in the region”, says editor Marissa Schroder. “Whether you’re already participating in sport at a high level, or simply want to incorporate activity into your daily life, we provide you with the resources to do so”.

The magazine’s key feature is the G T A Sports and Outdoor Calendar, a comprehensive event guide covering over 35 different activities - from extreme adrenalin sports such as adventure racing, rock climbing and whitewater kayaking, to more moderate pursuits including hiking, walking and recreational cycling. Listings in the calendar are provided free of charge to any organization wishing to promote their events.

Every issue of **Get Out There** focuses on a specific theme such as, water sports, winter sports, summer adventures, running, multisport events, and features profiles of local sports clubs and

organizations, gear reviews, previews of major sporting events and articles covering topics such as the environment, adventure lifestyle, health and wellness.

About Get Out There:

Get Out There is wholly-owned by Get Out There Communications Inc., an independent sports marketing and publishing company.

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