



## media release

### **New Magazine Aims to Increase Torontonians' Participation in Amateur Sports and Fitness Activities**

Toronto, ON (October 4, 2004) – On November 1<sup>st</sup> Torontonians looking to stay healthy and active in the city will have a new resource to find out about sports and outdoor activities available across the Greater Toronto Area. **Get Out There**, a bi-monthly tabloid magazine will be available free-of-charge to sports and outdoor enthusiasts through local health and fitness clubs, amateur sporting events, sports and outdoor retailers and sports medicine clinics.

Appealing mainly to recreational athletes – from weekend warriors to athletes passionate about and committed to their sports and outdoor pursuits – **Get Out There** features comprehensive listings of sports and outdoor events in and around the G T A and content with a local focus. “Our goal is to bring together a community of like-minded individuals”, says Editor Marissa Schroder. “We want to encourage Torontonians to Get Out There and take advantage of all the sports and outdoor activities the city has to offer”.

#### Community Initiatives

**Get Out There** is founded on three core principles; (1) to promote sports and outdoor activities as a way to achieve lifelong health and wellness, (2) to support initiatives, organizations and events which aim to increase participation in sports and outdoor activities, for the purpose of improving the overall health and well-being of the community and (3) to support local sports and outdoor events which raise funds in support of charitable causes.

In keeping with these founding principles **Get Out There** plans to launch a number of community-based initiatives in the coming year. The 2005 Get Fit Challenge, a partnership between **Get Out There** and Totum LifeScience, one of the city's top lifestyle-oriented health facilities, will kick-off in conjunction with Get Out There's inaugural issue this November.

Capitalizing on the success of reality television programs such as 'Extreme Makeover', the 2005 Get Fit Challenge will see one **Get Out There** reader receive lifestyle coaching, personal training, preventative and rehabilitative sports medicine and other services aimed at helping them to achieve a specific health or fitness goal. The winner will be profiled in a regular column in **Get Out There** – featuring updates on their progress and details of their fitness program.

An application for the 2005 Get Fit Challenge will be available in the November/December 2004 issue.

#### About Get Out There

**Get Out There** is distributed free-of-charge across the Greater Toronto Area through health and fitness clubs, sports and outdoor retailers, amateur sporting events, sports medicine facilities and a variety of sports clubs and organizations.

**Get Out There** offers advertisers a unique and unmatched opportunity to reach a key market demographic. With an increasing focus on the importance of exercise as a means by which to achieve lifelong health and wellness, interest in sports and leisure activities is on the rise. Torontonians are becoming increasingly aware of the huge spectrum of sports and outdoor leisure activities that are available to them. "Our publication targets a specific niche market of recreational athletes who are out participating in a wide variety of sports and outdoor activities", says Schroder. "The demand for products and services to support these pursuits is growing continually with the increase in interest and participation".

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

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