



**MEDIA ALERT  
FOR IMMEDIATE RELEASE**

## *British Columbia Magazine joins My Passion Media Family*

**Vancouver, BC November 19, 2014** – The 55 year icon of British Columbia has found her third owner in *My Passion Media Inc.* Building on the success of the Jim Pattison Group and Destination BC, *My Passion Media* is honored to guide the publication through the next half of a century.

Since 1959, *British Columbia Magazine* (launched as *Beautiful British Columbia*) has informed, entertained, surprised, and inspired its readers with all that B.C. has to offer, sharing readers' pride in the province, their love of the natural environment, and the active lifestyle it encourages. The publication is a conduit for readers who want to know B.C. better, embrace living here, and plan their travels to yet-to-be-explored places around the province

Brad Liski, *My Passion Media's* President and Group Publisher, says the future of *British Columbia Magazine* within the family looks extremely bright. Liski states, "Our commitment to continuing the strong editorial and visual aspects is directly in line with our current mandate." Liski then adds, "Readers will continue to enjoy this iconic publication as we ensure the high quality standard is maintained."

*My Passion Media* Online Editor-in-Chief, Ryan McKenzie states, "We are also very excited about the future of *BCMAG.ca* and *ShareYourBC.com*. The websites are a great conduit for communities to share what is happening, uncover their hidden gems and tell everyone about the awesome things to do in their region." Kevin Hinton, Director of Online adds, "We can now bring this amazing publication to over 15 million people around the world, including a younger generation that may be unaware of the title."

With this addition, *My Passion Media* continues to deliver on its vision and enhances the stable of publications already focused on our great province. *British Columbia Magazine* is the perfect fit for this B.C.-based international media firm.

### **ABOUT BRITISH COLUMBIA MAGAZINE**

*British Columbia Magazine* is the scenic geographic and travel magazine of British Columbia, read worldwide for its big-picture photography and trusted travel journalism. The quarterly issues profile: travel, outdoor exploration, adventure, and recreation; parks, wilderness, wildlife, geography, and conservation; history and heritage places in the province; science and natural phenomena; remarkable people and First nations culture. Distributed around the world this unique publication touches people from all walks of life.

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My Passion Media News Release

**ABOUT MY PASSION MEDIA:**

*My Passion Media™* publishes special interest content in several media outlets globally reaching over 15 million people. The media company's core focus is publishing relevant and engaging editorial on their readers' individual passions, whatever their passions may be, as long as there's an element of travel to that passion. From that editorial the firm creates results-driven multi-media marketing opportunities for companies around the world that wish to get their message out to their 15+ million readers.

**FOR ADDITIONAL INFORMATION:**

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**OR VISIT:**

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