

**MEDIA ALERT
FOR IMMEDIATE RELEASE**



Cruise Strategies and My Passion Media™ Relaunch www.CruiseAndTravelLifestyles.com in Time for the 2015 Cruise Season.

Toronto, ON, October 27, 2014 – In time for cruisers and travellers across Canada to do their planning, Cruise Strategies Ltd. partners up with My Passion Media Inc. to re-launch Cruise & Travel Lifestyles Magazine’s online publication. Building on the engaging relevant content that the renowned publication offers, www.cruiseandtravellifestyles.com will bring extended insight on the finest cruise brands and travel experiences in the world.

CruiseAndTravelLifestyles.com publishes daily editorial on cruise lines, ocean and river ships, destinations, hotels, resorts and more. Readers can now access this publication for key advice on where to go, what to take and how to get the most from the cruise adventures. The online publication will soon be the definitive choice for information that consumers and travel agents will seek throughout Canada.

Cruise Strategies Ltd. president Vanessa Lee states that this bold move will quickly provide what the market has been asking of us. “Complementing the print publication with a separate online content strategy will provide our loyal readers, our important retail travel agents and our key suppliers a great new platform to improve the cruise and travel experience.” Lee continues, “Readers can now access this great and in-depth information from anywhere in the world on their computer, their tablets or their mobile phones. We are extremely enthusiastic about the online opportunity.”

My Passion Media President and Group Publisher, Brad Liski, says the timing of the publication is key, “Cruise & Travel Lifestyles Magazine can bring the high quality web content that the cruise and travel industry in Canada needs. Empowering that content with our online publishing team will open up our 2+ million Canadian readers to this great information. “ As major publishers in the travel industry, Liski adds, “We are very excited to be a part of this and feel that there is a major gap in the marketplace that the publication now can fill.”

Readers will be engaged to find out more about ports of call and embarkation points as well as cities and countries around the globe. Many different ships are covered sailing all over the world and aspects such as culinary, wellness and spa vacations are also included in the extensive content. Shorter articles will provide the quick details a cruiser needs to know before setting off on their journey. Advertisers will enjoy the benefits of My Passion Media’s metric driven systems as well as the massive reach the site will receive. “It is rare that two companies can come together so seamlessly to fulfill a need like this.” said Liski. “We are extremely excited about this venture.”

P2.

My Passion Media News Release

ABOUT CRUISE STRATEGIES

Cruise Strategies Ltd is a strategic marketing and resource organization dedicated to the cruise industry and the luxury travel market. Its focus is on innovative partnerships with select, small and niche cruise lines and companies to further build their brand presence in Canada and to provide Canadian retail travel agencies with the resources they require to sell high end cruise vacations in a knowledgeable and profitable manner. The firm was founded in 2006 by Vanessa Lee whose more than 37 years of international travel and cruise experience includes a prior role as managing director and co-founder of Encore Cruises. Lee is the publisher of Cruise and Travel Lifestyles magazine in both English and French, and additionally custom publishes four other white label travel and cruise magazines. The expertise of the sales and marketing team at Cruise Strategies encompasses a formidable and deep 95 plus years in the cruise, travel and luxury sectors in Canada.

ABOUT MY PASSION MEDIA:

My Passion Media™ publishes special interest content in several media outlets globally reaching over 12 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 12+ million readers.

FOR ADDITIONAL INFORMATION:

vlee@cruisestrategies.com

416.968.9797

bradl@MyPassionMedia.com

1.866.924.7524 x222

OR VISIT:

www.CruiseandTravelLifestyles.com

www.MyPassionMedia.com

###