



**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

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## **My Passion Media once again leads the publishing industry in innovation with the new CT Magazine!**

***New concept, new content and a brand new website will offer Canadian Travel Professionals a complete sales toolkit.***

**TORONTO, ON, April 6, 2016** – *CT Magazine* is where it all began for My Passion Media and they are once again leading the industry in innovation. Their new mandate is to provide Canadian Travel Professionals with everything they need to improve their product knowledge and enhance their sales abilities to outshine their competition. New features will include Product Education, Career Development and Business Development. Professionals can expect real-world sales tips and ideas & how-to's for all steps in the sales process - from prospecting to following up to getting strong referrals and repeat business. Social media, blog and personal website tips will help agents develop their voice as a trusted industry professional. Timely updates and news from around the industry will continue to be highlighted so agents can be in the know on everything from currency to world events.

"It is an exciting time as we breathe new life into this iconic publication," declares Terrilyn Kunopaski, Editorial Director - Travel & Leisure. "We're thrilled to be bringing a true, nuts-and-bolts sales toolkit for travel advisors in Canada, to help them develop their product knowledge and business acumen, all the while differentiating *My Passion Media* from the competition within the marketplace."

The launch of a new and improved website will be followed by the launch of an innovative print magazine. A preview will be included in coming issues, with a full roll-out scheduled for August. With that in mind, travel agents who want to make more money and enhance their knowledge then NOW is the time to ensure that they have a subscription to CT Magazine and are engaging with them on social media.

<https://canadiantraveller.net>

<https://www.facebook.com/CT-Pro-1531902607104674>

<https://twitter.com/Ctpromag>

**BONUS!** Gain complimentary access to our *Canadian's Guides to...*, a one-of-a-kind series of focused publications on specific destinations and experiences. Ranging from Florida to Spain, shopping to adventure, travel advisors can use the *Canadian's Guides* as the ultimate sales tools.

### **About My Passion Media Inc.**

*My Passion Media Inc.* is a global leader in outdoor and experience based publications. The company's focus is inspiring people's passions by providing relevant, engaging and quality content. *My Passion Media Inc.* is redesigning the magazine publishing landscape with titles covering print, digital, social, online, email and YouTube. The company's cross-platform model has led to a cost-effective, profitable brand that inspires the passions of readers regardless of how they choose to have content delivered. The word passion in the company names extends beyond readers to employees and stakeholders as well as the organization's executive team who share passion for outdoor activity and media.

*My Passion Media Inc.* currently offers a media mix of multiple brands including 9 magazines, 14 online publications, 4 YouTube channels, 3 national events and Influencer.org, a global blogger platform. With over 15 million readers annually, *My Passion Media Inc.* reaches passionate people around the world.

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