



**MEDIA RELEASE  
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## **The Canadian Traveller Club launches Free Membership Club offering trust, knowledge and value!**

*Trusted vacations designed by Canadians for Canadians now offering amazing vacations with added values and unbelievable deals!*

**VANCOUVER, BC., November 23, 2015** – *CruisePlus* announced today a partnership with *My Passion Media Inc. and Glacier Media Inc.* to launch **CanadianTravellerClub.com**. The Canadian Traveller Club is a free membership organization devoted to providing unique, high-value trips designed for Canadians. Accessing 27 years of global travel knowledge, the understanding of local communities and the buying power of *CruisePlus*, the club will provide customized travel advice, Canadian stories featuring the best places to travel and amazing packages unmatched by any other travel retailer in Canada.

"Canadians are the 6th largest leisure travellers in the world and Canadians travel differently than anyone else. Our three Canadian companies have come together knowing this reality to build passion-based vacation packages just for Canadians," said Brad Liski, President and Group Publisher of My Passion Media. "Come join the club and see where on earth you will be headed next. Through trust, experience and local understanding, The Canadian Traveller Club will align your unique travel dreams with the best Canadianized vacations."

Speaking of value, the benefits of the **Canadian Traveller Club membership** include weekly deals sent directly to members with an article written by a seasoned Canadian Traveller, insider information, tips and gorgeous photography to whet your travel appetite. As a bonus, members will also get 70% off subscriptions to the award winning Canadian Traveller Magazine.

“Glacier Media is pleased to be partnering with My Passion Media and Cruise Plus to bring high quality travel deals to our readers online and in print.” says Alvin Brouwer President Glacier Media Digital.

“It’s really exciting and the opportunities are huge – even just on the cruise side, let alone all the land and tour packages we have to offer,” exclaims Dave Frinton, President of *CruisePlus*. “Plans are in place to create something quite substantial with plenty of mainstream offers and some extraordinarily unique dream vacations. The interest from suppliers has been overwhelming and we are excited to share these offers with the millions of Canadians our trusted media partners reach.”

**Now's the time to Travel like a Canadian so be amongst the first to become a member at  
[www.CanadianTravellerClub.com](http://www.CanadianTravellerClub.com) or call us at 1-855-55-TRAVEL**

**About The Canadian Traveller Club:** The Canadian Traveller Club is a joint venture partnership between CruisePlus, My Passion Media Inc. and Glacier Media. Their combined media features 65 websites, 52 weekly/bi-weekly newspapers and 6 paid subscription publications, reaching 1 million unique households in print, 5.2 million monthly unique visits online, and over 200,000 people socially. For more information visit: [www.CanadianTravellerClub.com](http://www.CanadianTravellerClub.com), [www.facebook.com/CanTravClub](https://www.facebook.com/CanTravClub), [www.instagram.com/CanTravClub](https://www.instagram.com/CanTravClub) and [www.twitter.com/CanTravClub](https://www.twitter.com/CanTravClub).

#### **CRUISEPLUS**

*CruisePlus* has been in business since 1999 and is operated by Dave Frinton, Shelley Good and their team of 27 vacations specialists. Their *CruisePlus* team of dedicated travel professionals are truly a team - the non-commissioned consultants work together to manage all aspects of Canadians’ vacations. *CruisePlus* is a member of: Consumer Protection BC, ACTA, BBB and Ensemble Travel Group. The agency has been recognized with awards from: RBC Insurance, Ensemble Travel Group (consistent Top 10 in Canada award winner), Holland America Line Centurion agency (top 100) and a Viking Cruises award winner. For more information on *CruisePlus* visit: [www.cruiseplus.ca](http://www.cruiseplus.ca)

#### **MY PASSION MEDIA INC.**

My Passion Media Inc. is a global leader in outdoor and experience based publications. The company's focus is to inspire 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 company publishes Canadian Traveller Magazine as well as multiple other brands. With over 12 million readers annually, My Passion Media Inc. reaches passionate people around the world. *My Passion Media* Inc. is headquartered in Vancouver, B.C. and employs approximately 27 people in Canada. For more information on *My Passion Media Inc.* visit: [www.mypassionmedia.com](http://www.mypassionmedia.com).

#### **GLACIER MEDIA INC.**

*Glacier Media Inc.* is an information communications company focused on the provision of primary and essential information and related services through print, electronic and online media. Glacier Media Inc. is pursuing this strategy through its core businesses: the local newspaper, trade information and business and professional information markets. *The Glacier Newspaper Group* publishes local daily and weekly newspapers, websites and related publications, which are the primary source of information for the communities they serve. *Glacier Media Inc.* reaches millions of readers from British Columbia through to the western border of Manitoba, Ontario, Quebec and Rhode Island in the United States. For more information on Glacier Media Inc. visit: [www.glaciermedia.ca](http://www.glaciermedia.ca).

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