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My Passion Media Inc. to Celebrate 35th Anniversary of *Explore Magazine* with Year-long Savings and Prizes!

Celebration features return to 1981 subscription prices & 35 grand prizes

VANCOUVER, B.C., January 29, 2016 – As ***Explore*** magazine celebrates its 35th anniversary this year, My Passion Media Inc. announced an unprecedented thank you to new and loyal readers, with a subscription price rollback to ***Explore's*** 1981 rate of just \$10.00 per year. During the award winning magazine's year-long celebration, ***Explore*** will offer 35 grand prizes, an increased distribution of 35,000 copies and four free e-books including the 35 best and most beautiful hike locations, the 35 best camping locations in Canada and more.

"As Canada's outdoor enthusiasts seek out unique, personalized and unprecedented experiences, ***Explore*** magazine consistently aims to exceed reader's expectations as the single source for all things adventure" said President and Group Publisher of My Passion Media Brad Liski. "Our 35th anniversary celebration of ***Explore*** magazine has inspired us to continue raising the bar and we look forward to an incredible year of savings and fun."

Founded in 1981, **Explore** is the award-winning national lifestyle magazine that delivers the information and inspiration that active outdoor-loving Canadians want, or more accurately, can't do without. The magazine reveals the destinations that crank up readers' heart rates long before they can actually lace up their trail runners, pick up a paddle or jump on their bikes. **Explore** also gives readers the straight goods on the latest gear on the market highlighting events from coast to coast to coast that will keep them stoked all year long.

In every issue of **Explore**, readers go along on great adventures traveling to the most remote corners of Canada and beyond. Featuring some of Canada's best writers and photographers to capture the highs, the lows and, yes, the laughs that are part of the outdoor-adventure experience. Since 2001, *Explore* has been nominated for 190 Magazine Awards, with more than 50 wins.

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.

The company 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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