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**My Passion Media Inc. partners with Ensemble Travel Group
to publish *Bon Vivant* magazine**

TORONTO, ON, January 25, 2017 – My Passion Media Inc. is thrilled to announce the addition of *Bon Vivant* magazine to its portfolio of titles, for which it will be managing the publication on behalf of travel industry leader, Ensemble Travel Group.

The content of *Bon Vivant* combines food, drink and travel, and is distributed to 15,000 hand-picked Ensemble clients across Canada. Distribution also extends to include the 16,000 members of the Opimian Society of Canada, the country's number one wine club.

With this new partnership, the first issue of 2017 will boast a refreshed design and enhanced content direction. The magazine will feature top destinations and experiences for those seeking food and wine-focused travel opportunities; traveller and Opimian member profiles; and trends in this industry niche.

Jennifer Prendergast, publisher of *Canadian Traveller* and *CT* magazines, will take on the role of Associate Publisher for *Bon Vivant*, while the position of Editor will be held by Terrilyn Kunopaski, editor-in-chief of *Canadian Traveller* and *CT*.

"We are thrilled to be working with Ensemble Travel Group and adding a food and drink magazine to the My Passion Media portfolio," Prendergast said. "Given My Passion Media's experience and expertise in niche publications, and already having a strong presence in the travel space, this is a natural and exciting fit. We are looking forward to delving into this aspect of travel and building upon *Bon Vivant's* strong reputation, by bringing the flavours of global destinations alive through words and inspiring imagery."

Lindsay Pearlman, Co-President of Ensemble Travel Group, sees the newly launched partnership as a unique opportunity to reach a very focused community of clients.

"We are so happy with our *Bon Vivant* program, which targets clients looking for a culinary or wine experience when they travel. We see demand for these types of experiences growing constantly and our suppliers are focusing more and more on this segment," Pearlman said. "Last year, we developed a strategic alliance with the Opimian Society and their members across Canada, and now we are delighted to partner with My Passion Media who will be publishing the magazines for us. We are sure that *Bon Vivant* will become an industry leading publication moving forward."

Three issues of *Bon Vivant* will be released in 2017, in April, September and November.

