

**MEDIA ALERT
FOR IMMEDIATE RELEASE**

My Passion Media™ Launches www.ExploreTheUSA.com at IPW 2014 in Chicago

Vancouver, BC, April 28, 2014 – Earlier this month at the largest gathering on international travel to the U.S., *My Passion Media*™ launched yet another publication, www.ExploreTheUSA.com. Accessing the company's 11 million global readers, this new publication dedicated to outdoor adventure in the USA is poised for extreme success.

[ExploreTheUSA.com](http://www.ExploreTheUSA.com) publishes daily editorial on people's outdoor adventures in the United States. Everything from mountain climbing to paddle boarding, hiking, camping and more, this publication shares those stories with readers from all over the world, including a massive reach in the UK, Australia and even domestic USA. Readers are beginning to access this publication for key advice on where to go, what to take and how to achieve peak results at their favourite outdoor sports.

President and Group Publisher, Brad Liski, says the timing of the publication is key, "The fact that adventure travel is the fastest growing sector of the travel industry was the catalyst to the decision, but we chose U.S. Travel Association's IPW to launch as there is no better forum to connect with this massive country. The attention we received at this event was a clear validation that the publication is what PR agencies, advertisers and readers are seeking."

My Passion Media™ Online Editor-in-Chief, Ryan McKenzie adds, "We are spring-boarding off the success of *Explore*, a 30-year brand that has been providing award-winning editorial about Canadian outdoor activities for decades. Last year we noticed a massive interest online in U.S. based adventure destinations, and decided to dedicate an entire publication on the country's vast offering."

Readers will be engaged through a mix of destination hidden gems, user story-telling and skill development. Advertisers will discover a virtually unprecedented level of accountability through the company's metric driven systems. "It is rare that a publication can launch satisfying both audiences out of the gates," said Liski. "and in the short three weeks since launch the publication is already our 4th largest. We are extremely excited about the potential."

ABOUT MY PASSION MEDIA:

My Passion Media™ publishes special interest content in the global arena. Our core focus is publishing relevant and engaging editorial on our reader's individual passions, whatever their passions may be, as long as there's an element of travel to that passion. From that editorial we create results-driven multi-media marketing opportunities for companies around the world that wish to get their message out to our readers.

My Passion Media News Release

P2.

The company's current portfolio includes:

Consumer

- [Canadian Traveller](#) – Global travel by Canadians – Print/Digital/Online
- [Explore](#) – Adventure travel by Canadians – Print/Digital/Online
- [InfoBarrel.com](#) – Vast General Knowledge - Online
- [Environment911.org](#) – Environmental issues - Online
- [PawManeFin.com](#) – Animal Lifestyles and Rescues –Online
- [ExploreTheUSA.com](#) – Outdoor Adventure in the USA - Online

Travel Trade

- [CT](#) – Destination education for travel agents – Print/Digital/Online

FOR ADDITIONAL INFORMATION:

bradl@MyPassionMedia.com

1-866-562-4405

OR VISIT:

www.MyPassionMedia.com

###