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For information, please contact:
Anita Walker, Mazuma Media Inc.
905.599.0477
anita.walker@mazumamedia.com

My Passion Media Inc. Promoted Jennifer Prendergast to Publisher of CT Magazine and Canadian Traveller

Dynamic industry leader takes the lead role

TORONTO, Ont., July 29, 2016 – Jennifer Prendergast has been named Publisher of CT Magazine and Canadian Traveller, it was announced today by Brad Liski, President & Group Publisher. Prendergast, will oversee the publishing operations across both platforms with more than 1.5 million readers worldwide in print, online and social media. She will direct the editorial team to develop increased growth opportunities and revenue streams for Canadian Traveller and all of its extensions. She will continue to be located in Toronto.

Prendergast is a 5-year veteran of *My Passion Media Inc.* and has been leading the sales team since 2011. She has deep connections with the travel industry and been instrumental in driving digital ad revenue growth to *My Passion Media Inc.* which has undergone a major transformation and expansion, with readership growing over 500% in the two years. Prendergast has been remarkable as the Associate Group Publisher. She was also key in guiding the transformation of CT Magazine from a focus on destination information to its new focus on sales education for the frontline travel professional.

“Jennifer's deep industry relationships and creative energy make her an exciting Publisher for CT and Canadian Traveller,” said Liski. “With a strong reputation for bringing innovative solutions to partners, she will continue to strengthen the core businesses, accelerate revenue diversification and drive digital scale and engagement. Prendergast is an incredible talent, and we are lucky to have her at *My Passion Media Inc.* Her leadership and energy have been infectious, and I look forward to watching her leverage those strengths further for CT and Canadian Traveller. “

“Having just finished the refresh of CT, my next mission is to take a good, hard look at Canadian Traveller magazine and to develop a more clear-cut picture of what the magazine is and how I want readers to react upon reading it. We have a loyal and growing audience and I want to make sure that when they're finished an issue, they feel they've learned something and

that their time was well-spent" said Prendergast. "I'm thrilled to have this opportunity. CT and Canadian Traveller are powerful brands in the travel industry and the digital space. We have many trails to blaze and limitless opportunities to rethink that will ultimately realize significant and lasting returns for our advertisers and readers."

About My Passion Media Inc.

My Passion Media Inc. is a global leader in passion based publications. Their core focus is publishing relevant and engaging editorial on their reader's individual passions, whatever their passions may be, as long as there's an element of outdoor lifestyle to that passion. They have formed an efficient publishing group that holds several print, digital, online, and YouTube titles. Their ability to cost-effectively publish content in various media has produced a profitable and inspiring media company for employees and stakeholders. Their executive team has a passion for outdoor activity content but more importantly a passion for media.

The company is a global niche publishing with multiple brands including Canadian Traveller, CT Magazine, Explore Magazine, InfoBarrel and ExploreTheUSA. *My Passion Media Inc.* is headquartered in Vancouver, B.C. and employs approximately 15 people in Canada. For more information on *My Passion Media Inc.* visit: www.mypassionmedia.com.

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