



**MEDIA RELEASE  
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## **My Passion Media Inc. Names Terrilyn Kunopaski as Editorial Director - Travel & Leisure**

*Dynamic industry leader takes new position focused on Toronto and New York.*

**TORONTO, Ont., September 28, 2015** – My Passion Media Inc. announced today the expansion of its editorial team in Toronto with the appointment of Terrilyn Kunopaski as Editorial Director - Travel & Leisure. The October 5th appointment of Ms. Kunopaski as Editorial Director of My Passion Media Inc., a global leader in passion based publications – signals a enhanced focus and solid commitment to digital platforms and content management for My Passion Media Inc.

Ms. Kunopaski has extensive experience leading businesses in digital and print media. Prior to taking on this role, Ms. Kunopaski was Editorial Director & Business Manager at Logimonde Media and was instrumental in meeting the travel industry's media needs in the Toronto market. Ms. Kunopaski says, "My Passion Media is a storied brand with an intensely loyal audience. I am eager to push into new categories, and experiment with new approaches that will enhance and broaden our reach and deepen our relationship with readers and advertisers. I firmly believe we have continued growth ahead and I am excited to get started."

President and Group Publisher of My Passion Media Brad Liski, says "I cannot think of a better way to show our dedication to the Toronto and New York markets than by adding a new entrepreneurial, future-focused leader like Terrilyn Kunopaski. Terrilyn is a highly respected journalist, editor and passionate leader with deep experience. She will join with our Toronto based team to build on the incredible success we have seen over the past five years." Ms. Kunopaski will enhance the well established team in Toronto that is led by Jennifer Prendergast, Associate Group Publisher. As a successful sales and integrated marketing

executive, Ms. Prendergast has been instrumental in the development and implementation of My Passion Media's disruptive media strategies in the marketplace. Managing client relations and business development, she works closely with both the sales and editorial teams to make sure these two critical departments are fully aligned within today's rapidly-changing media landscape.

**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, YouTube and television 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 leader in niche publishing with multiple brands including 9 magazines, 13 online publications and 5 YouTube channels. Titles include but are not limited to: Canadian Traveller, CT Magazine, British Columbia Magazine, Explore and Pacific Yachting.

*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).

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