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First Ezine for Snowshoers Worldwide Launches

Snowshoe Magazine Unveils Web Site: www.SnowshoeMag.com

Denver, Colo. (September 2004) – Snowshoe Magazine recently launched its Web site (www.SnowshoeMag.com) and revealed plans – including a print version – for the future.

“Snowshoers and potential snowshoers want the latest information on gear, events and where to go. We'll provide all this and more for people throughout the world and at the same time we're giving a new voice to the industry,” said Publisher Ryan Alford. “There's nothing about snowshoeing that's so wide-ranging in print or on the Web. We want to help this sport grow.”

Alford anticipates a print version within three years. He's targeting three kinds of readers – racers/competitors, backcountry enthusiasts/casual hikers, and beginners/first-timers – with original content on destinations, equipment, health/fitness, races and tours, and environmental protection.

“Snowshoe Magazine is the essential resource in a rapidly growing industry,” said Julie Udchachon, founder of the Alaska Snowshoe Club. “Readers can find all the information they need in one publication. I will continue to read and recommend Snowshoe Magazine to club members.”

Representing one of the more popular aspects of the magazine, Tom Sobal – a decorated athlete and regarded as a snowshoeing guru – provides a monthly column that aims to provide snowshoers with tips on how to better their experience.

SnowshoeMag.com entered the Internet world in November 2003 and provides a free HTML and text-based monthly e-mail newsletter.

For more information, including advertising opportunities, visit <http://www.snowshoemag.com> or e-mail info@snowshoemag.com.

About Snowshoe Magazine

Snowshoe Magazine is endorsed by the United States Snowshoe Association (www.SnowshoeRacing.com). It's a wholly owned and operated product of Alford Publishing, Inc., based in Denver, Colo. Alford Publishing, Inc., and Snowshoe Magazine are created and maintained by Ryan Alford. Snowshoe Magazine and the Snowshoe Magazine logo are registered trademarks of Alford Publishing, Inc. All other product and company names mentioned herein may be trademarks of their respective holders.

About the Sport of Snowshoeing

Born into existence more than 6,000 years ago, snowshoes were used as a means of transportation. Once constructed with wood and cowhide, snowshoes provided a way to “float” on deep snow and allowed an easier method of traversing across frozen terrain. Modern-day snowshoeing is far different. Now constructed with aluminum and other tough outdoor materials, people find snowshoeing to be a great way

to stay healthy during the winter months. Plus, through the sport's popularity in northern United States, Alaska and other worldwide destinations, competitions have sprung up to cater to runners and fitness enthusiasts. Snowshoeing is also on the verge of becoming an Olympic sport.

Please feel free to contact Ryan Alford about article ideas. Travel and sports writers should note that snowshoeing has become a great alternative to skiing and snowboarding: It's far less expensive and requires virtually no prior-experience. If you can walk, you can snowshoe.

For more information, please visit www.snowshoemag.com or contact Ryan Alford at 303-332-4993 or e-mail ryan@snowshoemag.com.

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