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Snowshoe Magazine to Launch First Print Edition

Denver, Colo. (November 2005) – The world’s first and only magazine devoted to the sport of snowshoeing has arrived. Snowshoe Magazine – a thorough representation of the fastest growing winter sport in the United States – is set to be available to snowshoers throughout North America and a small representation in Europe, New Zealand, and Australia.

“We are proud to finally provide a commanding resource to snowshoers worldwide,” said Publisher Ryan Alford. “Our Web site visitors have been begging us to publish a print magazine for the past year, and we can now deliver on that promise and plan. After finding success on the Internet, we plan to succeed as a print publication. We are ready for the challenge.”

Alford is set to deliver two issues for the 2005/2006 winter season: One in December and another in January. For the 2006/2007 winter season, Alford plans to publish four issues.

Now in its second year, Snowshoe Magazine’s Web site has become the go-to source for snowshoers throughout the snow-laden parts of the world. Targeting its core readership – racers/ competitors, backcountry enthusiasts/casual hikers, and beginners/first-timers – the print publication will offer top-notch content that covers a wide variety of interests to snowshoers.

Articles to be featured in the premier edition include:

*Snowshoeing in an Austrian Winter Wonderland

*The Atlas Trans-Sierra Snowshoe Trek

*Interviewing “The String Cheese Incident”

*Snowshoe Thompson’s Legacy Lives On

*Snowshoeing Yoga

*Professor Jim Joque provides some first-timer advice

*A selection of destinations, a calendar of races/competitions, and much more

The launch of the print magazine has sparked the launch of a new Web site design for SnowshoeMag.com. Featuring its popular (and free) e-mail newsletter, online content, discussion forums, and event calendar, SnowshoeMag.com is set to capitalize on last year’s enthusiasm.

“We take pride in a site that offers a unique experience for snowshoers. It’s entertaining, motivating, and informative all at once,” adds Managing Editor Marcus Wilkins. “We want to encourage people to get out and snowshoe and enhance the adventures of those who have already made it a part of their lives.”

For more information, including advertising opportunities and how to obtain a copy of the magazine, visit <http://www.snowshoemag.com> or e-mail info@snowshoemag.com.

About Snowshoe Magazine

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