

FOR IMMEDIATE RELEASE

Snowshoe Magazine
www.SnowshoeMagazine.com
303.332.4993
ryan@snowshoemag.com



Snowshoe Magazine Plans for 2009/2010 Snowshoeing Season

Online Publication to Use Social Networking to Attract Snowshoers, Winter Sports Enthusiasts

Denver, Colo., June 09, 2009 – Snowshoe Magazine, the only e-magazine focusing on the worldwide sport of snowshoeing, has big plans for the upcoming 2009/2010 snowshoeing season. By leveraging the benefits of social networking – such as Facebook and Twitter – the online publication plans to work more hand-in-hand with its advertisers and partners. This translates into coverage of the 2010 United States Snowshoe Association Championship Series, the Yeti Canadian Snowshoe Series, the MadTrapper Canadian Snowshoe Series and the 2010 Winter Olympics in British Columbia.

Phillip Gary Smith, senior editor for Snowshoe Magazine, said, "The new season is already teeming with excitement because of new USSSA Snowshoe Championship Qualifying locations and the additions of major snowshoe race series in the country. With the benefits for health of participating in snowshoeing, these new media initiatives open the sport to all forms of communication. They will help introduce whole new audiences to the pleasure of making way with snowshoes. The time to prepare for the new season is now."

Facebook has already proved to be a beneficial resource for Snowshoe Magazine. After creating a page on the social networking site, more than 150 fans have joined throughout the past season. The resource has also proved to be a prime online location to promote advertisers and events. And, in addition, the magazine plans to begin "tweeting" on Twitter closer to the start of the 2009/2010 season.

"SnowshoeMag.com continues to be a great partner in promoting snowshoeing with the active fitness community," said Graham Gephart, marketing manager for Atlas Snow-Shoe Company (www.atlassnowshoe.com). "With the success of the Atlas Racing Team at events this year and SnowshoeMag's coverage, more and more runners and athletes are discovering a whole new winter experience."

To further add to its social networking options, each article and blog on SnowshoeMagazine.com now includes a "Share" button – thanks to Web technology provided by AddThis.com. The Share button allows readers to send content via e-mail or submit the article on a variety of social networking sites, such as Facebook, Digg, Bebo, Newsvine and many others.

"SnowshoeMag has not only been a great industry resource for me professionally, it has also been a great place to send fellow snowshoers for gear advice, event listings and interesting articles," said Katie Herod, marketing manager for Tubbs Snowshoes (www.tubbsnowshoes.com).

Interested readers can subscribe to Snowshoe Magazine's free e-mail newsletter by visiting www.snowshoemag.com/subscribe.cfm.

About Snowshoe Magazine

Snowshoe Magazine is a wholly owned and operated product of Alford Publishing, Inc., based in Denver, Colo. Snowshoe Magazine and the Snowshoe Magazine logo are registered trademarks of Alford Publishing, Inc.

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 the northern United States, Alaska, Canada 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.

For more information, please visit www.snowshoemag.com, call 303-332-4993 and/or e-mail info@snowshoemag.com.

###