

## Snowshoe Magazine Unveils Redesigned Web Site

Online Publication Continues to Help Promote the Sport of Snowshoeing

DENVER, CO--(Marketwire - September 22, 2009) - [Snowshoe Magazine](#), an online publication devoted entirely to the [sport of snowshoeing](#), unveiled its all-new redesigned Web site at [www.snowshoemag.com](http://www.snowshoemag.com).

"Our new Web site marks a significant and critical moment in our six-year history," said Ryan Alford, owner and publisher of Snowshoe Magazine. "This site exists for snowshoers and Nordic sports enthusiasts. And, we continue to grow because of the collective support of snowshoers from around the world. We've seen this sport's growth surge throughout the years. By launching this new Web site, we're determined to see it expand even more."

Snowshoe Magazine made its online debut in November 2003. To further help the sport flourish, Snowshoe Magazine launched its first print edition during the 2005/2006 winter season. Today, it exists as an online magazine focused on publicizing the sport of snowshoeing and offering a [free e-mail newsletter](#) to thousands of subscribers.

Similar to previous seasons, Snowshoe Magazine will once again provide coverage of several snowshoe racing series, including those provided by the [United States Snowshoe Association](#), the [Yeti Canadian Snowshoe Series](#) and the [Atlas Mad Trapper Snowshoe Series](#).

"Snowshoe Magazine's articles identify regions of the globe that are hotbeds of snowshoeing," said Phillip Gary Smith, Snowshoe Magazine's senior editor. "Now, the season's new hotbed of snowshoeing is right here at Snowshoe Magazine with this sizzling new Web site."

With the fresh, revamped Snowshoe Magazine Web site, visitors can expect to see an enhanced home page, added photography and improved content areas that are more accessible to readers.

For the upcoming 2009/2010 winter season, Snowshoe Magazine has received advertising support from companies that have remained loyal throughout its history, including: [Atlas Snow-Shoe Co.](#), [Tubbs Snowshoes](#), [GV Snowshoes](#), [Kahtoola](#), Bigfoot Snowshoes, [Sol Mountain Touring](#), and TSL Snowshoes.

"We look forward to working with our advertisers and partners this season," said Alford. "We have some of the best writers in the industry providing coverage on races, snowshoe destinations, gear reviews, and more."

## About Snowshoe Magazine

Snowshoe Magazine is the only publication focusing completely on the sport of snowshoeing. The e-magazine offers original articles on snowshoe racing, travel destinations, health/fitness, nutrition, gear reviews, and more. Snowshoe Magazine is a wholly owned and operated product of Alford Publishing, Inc. ([www.alfordpublishing.com](http://www.alfordpublishing.com)), based in Denver, Colo. For more information, please visit [www.snowshoemag.com](http://www.snowshoemag.com).