

Kootenay Boundary Sports & Rec

Your resource for everything sports and recreation in the

Kootenay Boundary

Serving Nelson - Castlegar - Trail - Grand Forks and Surrounding Communities



Published: On the streets every September

Print run: 30,000

Distribution: *Kootenay Boundary Sports & Rec* will be distributed to Advertisers, local Visitor Info Centres, Chambers of Commerce, Community Centres, City Halls, Recreation Centres and where ever people meet in the Kootenay Boundary region.

Digital: Web Site: A robust, free access, companion website, www.kbsportsandrec.com will include a web version of the publication and downloadable pdf of the magazine, appropriate links to resources and a business listings for advertisers!

Facebook: Social Media is a necessary part of getting your word out and Facebook serves the local scene very well. There will be an Facebook page to ad updates, announcements, share information and to increase visibility of our Sports and Recreation opportunities in the Kootenay Boundary.

Mission Statement:

There is a lot of information about sports and recreational opportunities in the Kootenay Boundary but it is scattered and not in a single resource. *Kootenay Boundary Sports & Rec* will work towards carrying all of that and more in one, easy to find magazine. What hockey team is playing where? Who do I contact to sign my child up for....? What things are there to do for my family if we move here?

These are questions that *Kootenay Boundary Sports & Rec* will endeavour to answer.

Kootenay Boundary Sports & Rec is published by Vicom Design Inc in Grand Forks, who also publishes the yearly travel guide, "The Kettle Valley Express" Silver winner of the Summit Marketing Effectiveness Award. The same attention to detail for design and marketing value will be an integral part of *Kootenay Boundary Sports & Rec*, making it a most effective resource and advertising marketing tool.