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**FOR IMMEDIATE RELEASE**

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**TOURISM PEMBERTON LAUNCHES 2010 MEDIA GATEWAY**

**Online tool designed to increase awareness of Pemberton as a tourism destination.**

**Pemberton, BC** – “Some people mistakenly think it’s just a bedroom community. Others mistakenly think it’s one big potato farm. In fact, Pemberton is a hidden gem -- a destination of choice for those in the know <and> a gateway to rare adventure.”

(<http://www.tourismpebertonbc.com/media/story-starters/>) Designed to maximize the opportunity to promote the Pemberton & District Area in association with the 2010 Olympic and Paralympic Winter Games, [www.tourismpebertonbc.com/media](http://www.tourismpebertonbc.com/media) is a resource for media and a vehicle for Tourism Pemberton to increase awareness and promote tourism in the area.

With the 2010 Olympic and Paralympic Games being hosted in Vancouver and Whistler this coming February and March, the opportunity exists for Tourism Pemberton to leverage the unprecedented amount of visitor and media exposure that will benefit the entire Sea to Sky region. “This is a huge opportunity for Pemberton” states Tracey Rozsypalek, Tourism Pemberton Chair. “The Tourism Pemberton Media Gateway gives us the opportunity to tell Pemberton’s story and share these with an international audience that we would not normally have access to.”

The 2010 Media Gateway lives on the newly re-designed Tourism Pemberton website at [www.tourismpebertonbc.com/media](http://www.tourismpebertonbc.com/media). It is a comprehensive resource for media including a range of story starters and an image bank. Recognizing Pemberton’s designation as a “Gateway Community” the site content is designed to help media discover the range of exceptional experiences available in Pemberton that are distinct from anything else in the region. “It was really important to us that the content reinforce what makes Pemberton such a special place and what makes it different from other regions of British Columbia” says Rozsypalek. “To help us achieve this in an authentic way, we used an entirely local based team to develop this project.” Tourism Pemberton hired locally based Betsy Linnell Marketing Management as the Project Manager who worked closely with Pemberton website development and Internet marketing agency Custom Fit Online Solutions on the development of the site. Recognizing the wealth of talented professionals who call Pemberton home, local writers and photographers were recruited to assist. Award-winning journalist Susan Reifer was

*Adventure Begins Here*



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brought in to share her insights into the world of travel journalism and to facilitate a session with the writing team to ensure that the stories developed were compelling and would capture the attention of members of the media. Local writers Lisa Richardson, Katherine Fawcett, Natalie Langmann and Todd Lawson developed the resulting content. Based on these stories, local photographers were invited to submit supporting images. The site includes an image bank with photos by Chris Ankeny, Jonathan Kirby, Randy Lincks, and Dave Steers. The story starter content and images are available for media to use when developing stories associated with Pemberton and Area.

To ensure that visiting media know about the Tourism Pemberton Media Gateway, a postcard was developed to be distributed at the accredited and non-accredited media centres in Vancouver and Whistler. In addition, the Media Gateway content is also available digitally on disk.

- 30 -

*Tourism Pemberton is a committee of the Pemberton Chamber of Commerce, located in Pemberton, British Columbia, Canada. Tourism Pemberton's mandate is to promote tourism in Pemberton and its surrounding district. For more information, please contact Tracey Rozsypalek, Tourism Pemberton Chair at [tracey.rozsypalek@tourismpembertonbc.com](mailto:tracey.rozsypalek@tourismpembertonbc.com) or (604) 894-5707.*

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