



## OFSC MEDIA RELEASE

### OFSC Confirms Ontario Snowmobiler Magazine as Official Publication

**(Barrie, ON. May 10, 2003):** The Ontario Federation of Snowmobile Clubs (OFSC) has announced a new agreement with Ontario Snowmobiler Magazine (OSM) to serve as the official publication of the Federation for a five year term commencing May, 2003. Under the agreement, five separate issues of OSM containing OFSC news and information will be mailed to each OFSC household every year to assist the Federation in communicating its messages on a regular and timely basis to permit buying snowmobilers. Ontario Snowmobiler Magazine is the only dedicated snowmobiling publication authorized to use the OFSC mailing list for every issue and is Canada's only snowmobiling magazine with an exclusively Ontario focus.

“Following a Request For Proposal issued last fall, and a comprehensive review process of the applications received by the OFSC, we are pleased to continue our longstanding relationship with Ontario Snowmobiler Magazine and the Kehoe family,” said OFSC General Manager, Ron Purchase. “We believe that OFSC permit holders will be well served over the next five years.”

Ontario Snowmobiler Magazine has been the official publication of the OFSC since 1987, growing with the Federation as permit sales increased by almost 200%. As the OFSC's longest standing partner, OSM has actively promoted organized snowmobiling and supported many OFSC programs, including safety, environment, permit sales, S.T.O.P., Landowner Recognition, and contests.

“The OFSC is confident that Ray Kehoe and his new team at OSM will continue to produce a publication that is exciting and interesting for our permit holders and that also supports the vision, mission, goals and priorities of this Federation,” concluded Purchase.

The first issue under the new agreement will be the September Buyer's Guide, followed by issues in October, November (Trail Map Atlas), December, 2003 and February, 2004.

The Ontario Federation of Snowmobile Clubs is dedicated to providing strong leadership and support to member clubs and volunteers, to establishing and maintaining quality snowmobile trails which are used in a safe and environmentally responsible manner, and to furthering the enjoyment of organized snowmobiling.

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