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Travelscope Recognized for Outstanding Contribution to Canadian Tourism

Fourteen organizations and individuals from across Canada—recipients of the 2006 Travel Industry Association of Canada (TIAC) National Awards for Tourism Excellence presented by The Globe and Mail—have been recognized for their outstanding contributions to the Canadian tourism industry. Travelscope's Joseph Rosendo was the only non-Canadian recipient, receiving the *Globe and Mail Travel Media Award*.

The awards were presented October 23 at a gala dinner during Canada's Tourism Leadership Summit 2006 at the Fairmont Jasper Park Lodge in Jasper, Alberta. The TIAC National Awards for Tourism Excellence presented by The Globe and Mail were developed in 2003 by the Tourism Industry Association of Canada, the national private-sector advocate for Canada's \$62.7billion tourism industry.

Nominated by New Brunswick Tourism, Travelscope was recognized for its outstanding contribution to Canadian tourism since its creation, 21 years ago, by travel writer and radio and television broadcaster Joseph Rosendo. From July 2005 to June 2006 alone, it aired dozens of features, radio segments, hour audio-documentaries and half-hour TV shows on Canadian destinations, attractions, festivals and events, as well as tourism issues, created e-magazine and print editorial on Canada, provided Internet hotlinks to Canadian entities, and produced more than 60 five-minute Discovery Channel radio features. Travelscope conducts extensive research to understand what its listeners are interested in learning about to make their travel decisions. Each program includes working with the local tourism marketing organization to uncover unique stories, and research and fact-checking to ensure accuracy.

Rosendo's acceptance speech:

"Thank you, Mark (Iker) and the Globe and Mail. I am extremely honored that the Tourism Industry Association of Canada has elected to present me with the Globe and Mail Travel Media Award. I wish to thank Mary-Anne Hurley-Corby, Rose Arsenault, Brian Alexander and all of Tourism New Brunswick for their support. I wish to thank Valerie Kidney who with Tourism New Brunswick first brought Travelscope to New Brunswick many years ago. I also wish to acknowledge the creative efforts of the Travelscope Television team: Cinematographer Tom Geagan and composer Carlos Platon Tornes, and my marketing director, Julie Feuerbacher, who is with me here tonight.

I love being here in majestic Alberta, Canada. More than 20 years ago Travel Alberta was Travelscope Radio's first Canadian sponsor. Thank you Gordon Coombs wherever you are!

Travelscope is about highlighting cultures – about introducing people to people. Every Travelscope television and radio show ends with a quote from Mark Twain, "Travel is fatal to prejudice, bigotry and narrow-mindedness." Writing, broadcasting and filming stories about Canada is a joy. I feel that I am doing my audiences a valuable service by introducing them to the majesty of your country and its ever-gracious and open-hearted people. And I'm proud to announce that in 2007 the Travelscope Television series – which features four shows devoted to Canadian destinations -- will be distributed to more than 360 PBS television stations throughout the United States.

Finally, I particularly want to thank the bi-cultural -- and only official bi-lingual -- people of New Brunswick who have taught me that no matter what the conditions outside are – life is for celebrating! Rather than focusing on the limitations, you embrace the opportunities.

Thank you all from the bottom of my heart for this great thrill and honor."

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