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**For Immediate Release**

**50 PLACES of a LIFETIME: CANADA**

**National Geographic Travel Selects Canada for World’s First-Ever Digital Super Mag**

*Huge content experience is unmatched in its coverage of one country.*

WASHINGTON, DC (Oct. 1, 2013)—With the launch of ***50 Places of a Lifetime: Canada***, National Geographic Travel brings together the best Canadian travel writers with iconic National Geographic photographers. The result: a breathtaking, destination-based, digital super mag unparalleled in its comprehensive coverage of any single country.

The world’s first digital super mag showcases all-new content from every Canadian province and territory and launches October 1 on [Nationalgeographic.com/canada50](file:///\\CTC-CCT\Shares\30000-39999%20Media%20And%20Public%20Relations%20Management\Special%20Projects%20&%20Partnerships\NatGeo\Nationalgeographic.com\canada50). Additional content rolls out the entire month of October.

“This is a celebration of all that is Canada,” said Keith Bellows, editor-in-chief of *National Geographic Traveler* and a native Canadian. “For anyone planning a trip to Canada, this massive digital content is a must read.”

Aside from spectacular photography and intriguing stories, the super mag’s content includes practical travel information on when to go, where to stay, how to get around, what to eat or drink, what to buy, and what to read or watch before you go. There are also helpful links as well as a fun fact about each destination.

“Canada is a place for exploring, and we are thrilled to share some of the most immersive travel experiences that our country offers,” said Greg Klassen, Senior Vice-President Marketing Strategy and Communications, Canadian Tourism Commission*. “*We are so pleased to align ourselves with the great National Geographic brand and its extensive travel experience and reach. This innovative initiative will inspire the world to visit Canada.”

The contentfalls into four categories: ***Country Unbound***: Civilization and nature in harmony; ***Urban Places***: Exploring great cityscapes; ***Wild Spaces***: Wonders of the outdoors; and ***Paradise Found***: Retreats to restore the soul*.*

The scope of the coverage is impressive, and features a mix of well-known and soon-to-be discovered experiences and destinations from coast to coast to coast.

“Canada’s Places of a Lifetime reveals a country more nuanced, little known and invites discovery. You’ll find a country as original and unique as any in the world, with unlimited possibilities for touring,” said Bellows.

The super mag will include four galleries of about 25 original photos each in the following categories with links back to destination articles: Canada's Cities, Coastal & Countryside Canada, Landscapes of Canada, and Animals of Canada.

Fun and informative features will be rolled out throughout October as part of the digital experience. One will be “Favorite Place” submissions by readers. Site visitors will be encouraged to nominate their favorite Canadian location on a form titled “*Name Your Own Canada Place of a Lifetime*.” Nominations will be accepted from Oct. 1-31, 2013, with the top entries highlighted online in November.

Twitter and Instagram users will track the hashtag **#Canada50** to engage in conversations about each of the 50 destinations, and to follow news about the list, including links to videos, photos and articles.

To further showcase Canada, National Geographic Travel’s experts will be featured with their Canada “favorites” as follows:

* Editor-in-Chief Keith Bellows: Favorite Places
* *National Geographic Traveler* magazine and book editors: Favorite Places
* Canadian National Geographic Explorer Wade Davis: Five Favorites
* Favorite spots from on-assignment photographer Catherine Karnow: picks from her time on the road in Canada.

A National Geographic Travel Facebook "event" will feature readers asking *National Geographic Travel’s* Director of Photography questions about the photographs chosen for the Canada package and the assignments he gave out to National Geographic photographers.

[Nationalgeographic.com](http://www.nationalgeographic.com) receives 22.4 million visitors per month from around the world.

**About National Geographic Travel**

National Geographic Travel is the travel arm of the National Geographic Society, one of the world’s largest nonprofit scientific and educational organizations, founded in 1888. National Geographic Travel creates authentic, meaningful and engaging travel experiences through National Geographic Traveler magazine; National Geographic Expeditions; travel books; maps; apps; digital travel content; and travel photography programs. National Geographic Traveler (8 issues per year) is the world’s most widely read travel magazine and has 17 international editions. It is available by subscription, on newsstands in the United States and Canada, and digitally for tablets. [National Geographic Expeditions](http://www.nationalgeographicexpeditions.com/), the travel program of the Society, offers a variety of unique travel experiences led by top experts to more than 60 destinations across all seven continents. Travel opportunities include family and student expeditions, active adventures, private jet trips and voyages on the six expedition ships in the National Geographic-Lindblad fleet, as well as photography workshops, expeditions and seminars. The [National Geographic Travel digital](http://www.nationalgeographic.com/travel) group offers inspiring and authoritative digital content such as trip ideas, photo galleries, blogs and apps, including the award-winning [National Parks app](http://itunes.apple.com/us/app/national-parks-by-national/id518426085?mt=8).National Geographic Travel Books bring readers curated travel advice, photography and insider tips. Follow National Geographic Travel on [Twitter](https://twitter.com/NatGeoTravel), [Facebook](https://www.facebook.com/natgeotravel) and [Instagram](http://instagram.com/natgeotravel).

**About the Canadian Tourism Commission**  
The [Canadian Tourism Commission](http://www.corporate.canada.travel/) (CTC) is Canada's national tourism marketing organization. A federal Crown corporation wholly owned by the Government of Canada, we lead the Canadian tourism industry in marketing Canada as a premier four-season tourism destination. Our [vision](http://en-corporate.canada.travel/about-ctc) is to inspire the world to explore Canada. With our [partners](http://en-corporate.canada.travel/about-ctc/our-partnerships) in the tourism industry and the governments of Canada, the provinces and the territories, we promote Canada's [extraordinary experiences](http://www.canada.travel/sec) in [11 countries](http://en-corporate.canada.travel/markets/where-we-market-canada) around the world, conduct original market [research](http://www.canada.travel/research), offer stunning visuals through the [Brand Canada Library](http://www.brandcanadalibrary.ca/) and provide [resources](http://en-corporate.canada.travel/resources-industry) and [toolkits](http://en-corporate.canada.travel/resources-industry/toolkits) to help industry leverage Canada's successful [tourism brand](http://en-corporate.canada.travel/canadaTourismBrand)—"Canada. Keep Exploring." For regular updates on CTC initiatives, subscribe to [CTC News](http://www.canada.travel/news), search our [corporate website](http://www.corporate.canada.travel/), become a fan on [Facebook](http://www.facebook.com/ExploreCanada), follow us on [Twitter](http://twitter.com/ctccct), share images on [Instagram](http://instagram.com/ExploreCanada) or subscribe to our [YouTube](http://www.youtube.com/canadiantourism) channel.

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Looking for video or images of the ***50 Places of a Lifetime: Canada?*** Visit the [Brand Canada Library](http://www.brandcanadalibrary.ca/BMS/index.cfm)for 5,000-plus free-to-use and rights-ready resources.