MEDIA INFORMATION PROFILE

We appreciate your interest in Kelowna. Please provide the information requested below:

|  |  |  |
| --- | --- | --- |
| Name: (as shown on Government issued ID/passport) |  | |
| Additional contact details: | Address:  City:  Prov./State:  Postal Code/Zip:  Phone Number:  Email: | |
| Personal website: |  | |
| Social media handles: | Social media coverage included (Y/N) \*If Y, indicate if on personal channels, publication channels, or both | |
| Type of media: | If freelance, please advise if you are on assignment (Y/N) | |
| Visit dates requesting: |  | |
| Number in party: (including names and titles where necessary) |  | |
| \*If not on assignment, explain trip purpose: |  | |
| Publication / Outlet: | Name:  Address:  City:  Prov./State:  Postal Code/Zip:  Phone Number:  Email:  \*Letter of Assignment attached (Y/N): | |
| Publication contact person: (including title) |  | |
| Publication website: |  | |
| Publication description: |  | |
| Circulation/audience/  unique visitors per month: |  | |
| Market area and audience demographics: |  | |
| Advertising value: |  | |
| Story Title: |  | |
| Story Content / Interest: | Culinary  Golf  Wine  Ski  Family  Adventure Travel/Athletics | Meetings & Conventions  Group Travel  Eco Travel  Gay/Lesbian Travel  Heritage and Cultural  Getaway Travel |
| Story Length: |  | |
| Airdate / Publication date: |  | |
| Additional media outlets being pitched: | 1.  2.  3. | |
| Specify coverage for Tourism Kelowna: (ie; inclusion of our website and toll-free number) |  | |
| Photographer:  Please indicate if Tourism Kelowna will have complimentary rights to images for promotion (non-editorial) use. | Name of Photographer:  Will Photographer come on separate visit?  Will Tourism Kelowna be granted rights to images? | |
| Names of 2 Canadian Destination Marketing Organizations who have hosted you on a press trip in the last year: |  | |
| Food allergies or nutrition requirements: |  | |
| Personal interest: (to be considered for activities to be included in itinerary) |  | |
| Level of fitness: (to discern activities to be included in itinerary) |  | |
| What hosting support are you seeking from Tourism Kelowna: (provide specifics) |  | |
| Additional information: |  | |

Submit this form to:

Jennifer Widmer, Communications Coordinator, Tourism Kelowna

[jennifer.widmer@tourismkelowna.com](mailto:jennifer.widmer@tourismkelowna.com)