

## MEDIA INFORMATION PROFILE

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

Name: (as shown on Government issued ID/passport)		
<b>Contact details:</b>		
Address:		
City:		
Prov./State:		
Phone Number:		
Email:		
Personal website:		
Social media handles: (indicate if on personal channels, publication channels, or both)		
Social Media Coverage Included:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Type of media: (If freelance, please advise if you are on assignment (Y/N))		
	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Visit dates requesting:		

Number in party: (including names and titles where necessary)		
*If not on assignment, explain trip purpose:		
<b>Publication / Outlet:</b>		
Name:		
Address:		
City:		
Prov./State:		
Postal Code/Zip:		
Phone Number:		
Email:		
Letter of Assignment Attached:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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:	<input type="checkbox"/> Culinary <input type="checkbox"/> Golf <input type="checkbox"/> Wine <input type="checkbox"/> Ski <input type="checkbox"/> Family <input type="checkbox"/> Adventure Travel/Athletics	<input type="checkbox"/> Meetings & Conventions <input type="checkbox"/> Group Travel <input type="checkbox"/> Eco Travel <input type="checkbox"/> Gay/Lesbian Travel <input type="checkbox"/> Heritage and Cultural <input type="checkbox"/> Getaway Travel
Story Length:		
Airdate / Publication date:		
Additional media outlets being pitched:		
Specify coverage for Tourism Kelowna: (ie; inclusion of our website and toll-free number)		
Name of Photographer:		
Will Photographer come on separate visit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Please indicate if Tourism Kelowna will have complimentary rights to images for promotion (non-editorial) use.	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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:

Chris Shauf, Director of Marketing & Communications, Tourism Kelowna  
[Chris.shauf@tourismkelowna.com](mailto:Chris.shauf@tourismkelowna.com)