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SUMMER STARTS NOW



News Canada
920 Yonge St., Suite 509
Toronto, ON M4W 3C7

Summer is still around the corner, but right **NOW** is the perfect time to think about your upcoming summer Communication Plan. *Ask yourself:*

- What spectacular tips, stories, and other content should I create?
- Do I want to gain nationwide or regionally-specific editorial coverage?
- How do I book article distribution at the right time.
- How can I take advantage of media distribution options?

By thinking about your Communication Plan today, you'll be ready to inspire the vibes, trends and conversations that'll make this summer truly spectacular!

Contact:

Michael Procnier, Account Executive
T. 416 599 9900 x. 212
E. mprocnier@newscanada.com