



News Release

May 3, 2006

FOR IMMEDIATE RELEASE

Let's Go Outdoors launches new season

(Edmonton, Alberta, Canada) – Building on the success of his **Let's Go Outdoors** radio program, host and producer Michael Short announced today that his unique radio show will soon be heard on a total of twelve radio stations across Alberta. The 2006 season of this half-hour magazine format program starts running this week, on Thursday, May 4th.

Previously the weekly show was heard only in the Edmonton and Calgary markets. This season however, the NewCap Radio Network has also picked up the show and will be running it on their Cat Country stations across the province.

"I'm really pleased with the line up of interviews and special features that we have for this new season" said Michael Short. "I love doing this program, and it is very rewarding to have so many people participating again this year. It is also really exciting to be able to reach even more listeners through the Cat Country stations".

Regular visitors to the **Let's Go Outdoors** website will also want to know that the site has a new web address and can be found at www.letsgooutdoorsradio.com. The website is the place where interviews, features, photographs, information and links that support the content of the radio show are posted.

Now into its sixth season, **Let's Go Outdoors** is Alberta's only radio program dedicated to the great outdoors. Michael's ongoing, daily feature is a short, 60-second look at current outdoor topics, often combining interviews with subject experts and editorial comment. It runs several times per day on 16 radio stations across Alberta.

The **weekly edition**, that runs summer through fall each year, is a half-hour, magazine format that provides more time to delve into topics of interest and includes longer interviews and special features.

Let's Go Outdoors topics include:

- **Activities:** where to go, what to do, what gear to use and safety tips
- **Issues:** conservation, research, hot topics
- **Education:** learn more about a variety of outdoor subjects
- **Adventure:** Host Michael Short often gets personally involved in outdoor activities and brings his in-field experience to his listeners.

The **weekly edition** starts for this season May 4th. It can be heard across the province as follows:

- Thursday evenings in the Calgary region on 1060 CKMX at 7:30 p.m.
- Saturday mornings in the Edmonton region on 'The Team' AM 1260 at 8:30 a.m.
- Sunday mornings on 10 Cat Country Radio stations at 7:30 a.m.
 - CFOK - Westlock
 - CKBA - Athabasca
 - CKUH - High Prairie
 - CKWA - Slave Lake
 - CKDQ – Drumheller
 - CHLW - St. Paul
 - CKJR - Wetaskiwin
 - CKKY - Wainwright
 - CIBQ – Brooks
 - CJPR – Blairmore

Sponsors:

As a freelance radio initiative, **Let's Go Outdoors** relies heavily on the support of organizations that value reporting on outdoor issues and activities. Following are the sponsors currently supporting

Let's Go Outdoors:

- Alberta Conservation Association: www.ab-conservation.com
- Alberta Fish & Game Association: www.afga.org
- Alberta Hunter Education Instructors Association: www.aheia.com
- Alberta Professional Outfitters Society: www.apos.ab.ca
- Alberta Sustainable Resource Development: www.srd.gov.ab.ca/wildfires/index.html
- Argo Distributor: www.argoatv.com
- Leisure RV: www.leisurerv.com
- Safari Club International – Alberta Chapter: www.sci-northern.ab.ca
- The Sawridge Inn and Conference Centre:
 - www.sawridgejasper.com
 - www.sawridgefortmcmurray.com
 - www.sawridgeslavelake.com
- Track 'n' Trail: www.trackntrail.ca

- 30 -

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NEW Web address: www.letsqooutdoorsradio.com