Snowmobile Media will invade New Brunswick’s White Gold in 2013

Snowmobiling’s media have always loved New Brunswick’s White Gold. Since the earliest days of an integrated, fully connected, signed and groomed trail system, they have come and spread the story about ‘what we have.’

In the years we hosted Snow Trek (1995-2000) we had media guests from Atlantic Snowmobiler Magazine (ASM), Publisher Terry Kehoe and Harold McCann, from Snowtrax Television, John Massingberd and from RDS Television (TSN in English); all of them covered the trails, touring opportunities and success of the Club’s volunteers.

In 2013 with support and partnership from N.B. Tourism we will be hosting and or guiding five media partners.

On the Snow Magazine (OSM) will be joining us for a planned three day ride in eastern New Brunswick or NBFSC Zone 6. OSM is published internationally and in their 27th year of publishing. Richard Kehoe’s team will be back again as they have every year with the NBFSC. With Rich’s knee back to riding form we know he is more than ready to come back after sitting out one season. (OSM is the oldest, continuous Corporate Partner with the NBFSC going back to the ASM days in 1993).
Intrepid Snowmobiler, Craig Nicholson was so impressed on his 2012 Media Ride that he is planning a dedicated tour of New Brunswick’s other snow belt, the ‘Fundy Highlands’, or most of NBFSC Zone 8. Craig, is a journalist first but also an avid snowmobiler. He logs up to 15,000 kilometers (10,000 miles) on the snow each winter and has snowmobiled in every region of Canada. His one-of-a-kind tour book, “Canada’s Best Snowmobiling – The Ultimate Ride Guide”, chronicles his adventures. Craig’s stories are full of useful tips and can be duplicated for your own tour or vacation.

Motoneiges.ca is the leading French based online snowmobile magazine in Quebec. They have been telling their passion since 2002 and are also known as Sledmagazine.com. Founder and visionary Denis Lavoie has been a Corporate Partner with NBFSC for the past three seasons. Our plans are to guide Denis and his group for three days in Bathurst and the Acadien Penninsula regions, NBFSC Zones 5 and 3.
Sledworthy Magazine is the ‘baby’ of founder Andrew Goldsworthy. Sledworthy is in their 8th season of telling Atlantic Canada’s snowmobile stories and labels them as ‘Atlantic Canada’s Snowmobile Magazine’. Andrew first visited New Brunswick with us in 2010, riding the Fundy Highlands region. Sledworthy In 2013 we are planning to tour most of the Northern Odyssey trails, between Edmundston, Miramichi, Bathurst and Campbellton, Zones 1,2,3 and 5.

Motoneige Quebec magazine, the only French-language snowmobile magazine in North America, is published by our friends, the Federation des clubs de Motoneigistes du Quebec (FCMQ). Motoneige Quebec first published in 1975 and is now published four times a year with each issue distributed to approximately 65,000 snowmobiler households, primarily in Quebec. Editor, Yves Ouellet plans to visit us in northern New Brunswick to demonstrate the continuous proximity of NBFSC Zones 1 and 2 to the Quebec regions of Gaspésie, Bas St. Laurent and Chaudière Appalaches.

Look for last season’s ride stories in all of our media partner’s print, web, radio and television mediums as 2013 is quickly approaching. In 2012, the NBFSC and Tourism hosted, On the Snow Magazine, Motoneiges.ca / Sledmagazine.com, The Intrepid Snowmobiler, Video Mike (from Michigan) and Snowmobiler Television.