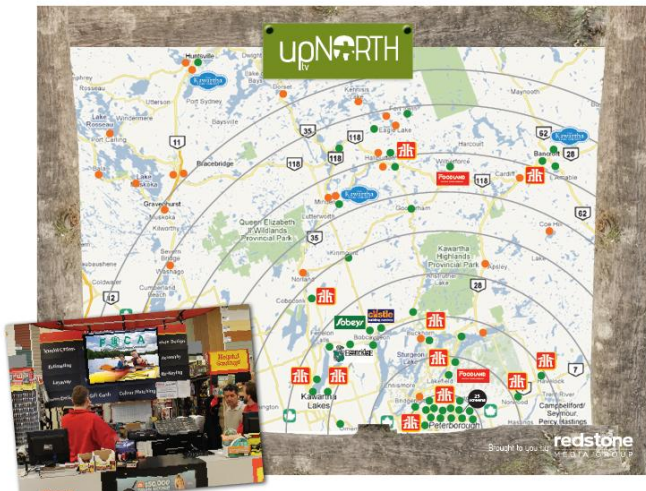




Cottage Country Goes Digital with upNorth TV

Get ready for upNorth TV! This Spring, Redstone Media Group, in association with FOCA (the Federation of Ontario Cottagers' Associations), is launching a dynamic digital media network that will inform, educate and entertain.

Covering Kawartha Lakes, Hastings and Haliburton counties, plus select Muskoka locations, this is a network of widescreen TV screens placed in many of the region's most visited hot spots. UpNorth TV locations include selected Home Hardware and Foodland stores, Kawartha Dairy, Sobeys & many more!



If you're living, playing or simply passing through cottage country, the odds are that you'll be watching upNorth TV.

UpNorth TV is the latest in FOCA's efforts to reach out and deliver important messages in a new and compelling way. UpNorth TV is a powerful communications tool that will connect the communities of cottage country through vibrant video and high-impact motion graphics. It represents a unique promotional opportunity for regional businesses, attractions and events.

And guess what? **We want to see YOU on upNorth TV!** Show us how much you love life in cottage country. Email us a picture and 30 words or less that captures the essence of what this beautiful region means to you. If we select your picture, you'll be seen throughout the summer on cottage country's only digital network – upNorth TV.

Send your photo submissions to: info@upnorthtv.ca

For more information on upNorth TV, including opportunities to host upNorth TV network screens in your cottage country business, contact the FOCA office: communications@foca.on.ca (705-749-3622)