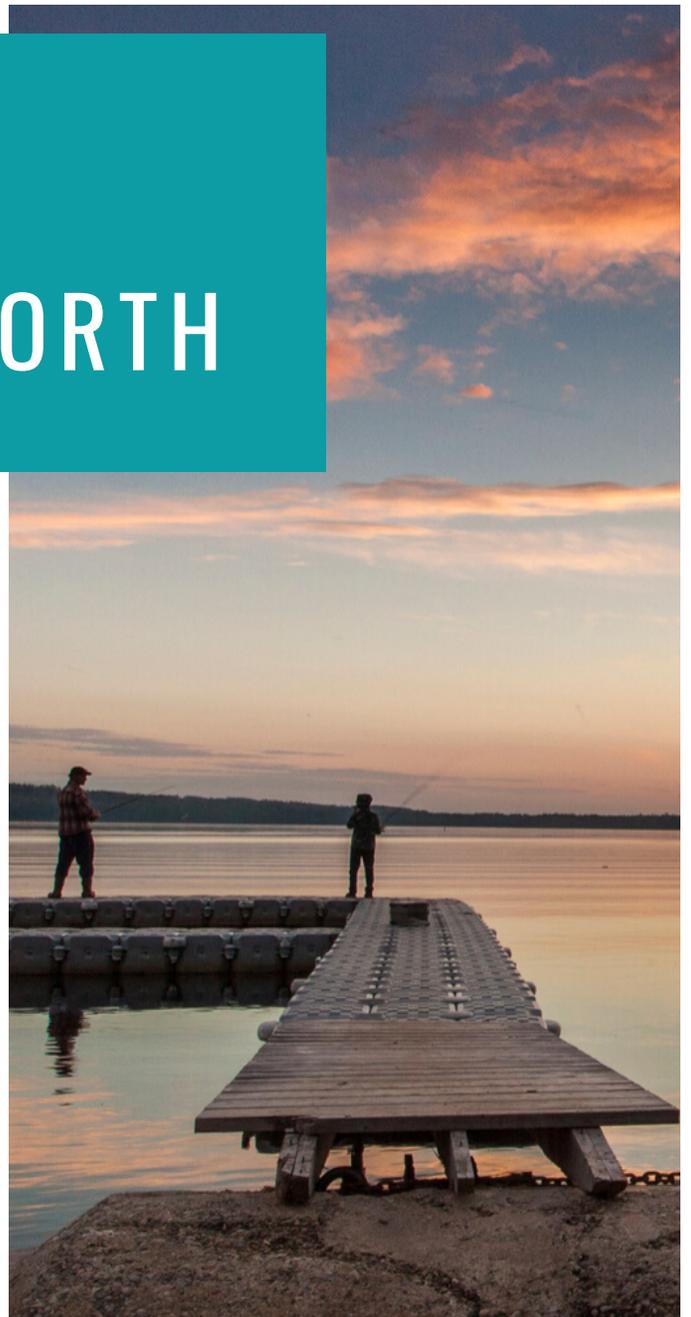


MARKETING COLLABORATION SHOWCASES THE NORTH

A marketing partnership through a magazine is showcasing initiatives and best practices, while promoting regional networks in northwestern Alberta.

- The magazine is distributed to the majority of households and businesses in the Peace region through Canada Post's targeted direct mail services, Neighbourhood Mail. It also has distribution arrangements with government and private sector organizations to reach people outside of the region.
- Partnerships with various organizations and municipalities feature specific theme-based stories in the region.



PROJECT:

MOVE UP MAGAZINE

Through storytelling, Move Up magazine connects the communities, residents and businesses of northwestern Alberta. Each themed issue features and highlights entrepreneurs, non-profits, tourism spots, events and facilities across the region. These stories promote working and living in northwestern Alberta to northern residents, and individuals and businesses outside of the region looking for new opportunities.



Northern Trailblazers highlights stories of innovation and development in northern Alberta by showcasing initiatives, programs, and approaches undertaken by communities and businesses across the region.

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Featuring Stories
of Northern
Communities,
Organizations,
Events, and
Businesses

Promoting
Northern
Recreation,
Events, and
Destinations



MOVE UP: GROWING THE NORTH

Making
Connections in the
Region, Province,
and Beyond



Attracting New
Investment,
Businesses, and
Families to the
Region

FIND OUT MORE ONLINE AT: [HTTPS://WWW.MOVEUPMAG.COM/](https://www.moveupmag.com/)