



VANCOUVER COAST & MOUNTAINS

All things are possible!

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January 17, 2008
For immediate release

STICK TO YOUR NEW YEARS RESOLUTIONS IN VANCOUVER, COAST & MOUNTAINS

VANCOUVER, British Columbia - January 17, 2007 - One-third of the people who made New Years resolutions on January 1 will break their resolutions before February 1, according to time management firm FranklinCovey. To inspire residents to stick to their resolutions, Vancouver, Coast & Mountains Tourism suggests four practical resolutions that can help you exercise more, spend more time with family, work less-play more, and even save money.

Resolution #1: Focus on health & fitness - A desire to improve health and fitness is at the top of most resolutions lists. If exercise is your primary goal for 2008 but treadmills aren't for you, take a trip to Sea to Sky Country. Starting 30 minutes from downtown Vancouver in picturesque Horseshoe Bay, Sea to Sky Country spans the area all the way up to Lillooet. Here you'll find plenty of outdoor experiences to get your heart pumping and make exercise enjoyable. Go rock-climbing or windsurfing in Squamish - rated one of Canada's top 10 recreational destinations - conquer new heights while skiing or mountain-biking in Whistler, or feel the adrenalin while whitewater rafting in Pemberton.

Resolution #2: Spend more valuable time with family - There is nothing more valuable to families than time together. The perfect family outing in 2008 is a Circle Farm Tour through Mighty Fraser Country. A Circle Farm Tour is a road map that directs you to a variety of interactive open air markets, heritage sites, fairs, and other special events. With six participating communities - Abbotsford, Agassiz-Harrison Mills, Chilliwack, Langley, Maple Ridge-Pitt Meadows, and Mission - your Circle Farm Tour is a fun, exciting, and an educational way to spend valuable time as a family.

Resolution #3: Develop a financial plan...and stick to it - If money was a big source of stress in your life last year, you may have resolved to get a handle on your finances in 2008. But cutting back on spending doesn't mean you have to forgo your passion for travel. Make 2008 the year

you become a tourist in your own backyard and rediscover why Metro Vancouver attracts visitors from around the world. Metro Vancouver is filled with hidden gems that are often overlooked by visitors and locals alike, like White Rock's colourful sidewalk cafes and waterfront promenade or the historic fishing village of Steveston's fresh seafood shops. Metro Vancouver is filled with options for affordable dining, shopping, history, art and nature excursions; planning your vacation closer to home in 2008 will repay itself in the years ahead.

Resolution #4: Achieve a better work-life balance - While an overwhelming number of people agree that striking a balance between work and life is important, few people actually achieve this balance. Let your quest for a more balanced life begin on a trip to BC's Sunshine Coast. This 180km (110mi) stretch of paradise is only 40-minutes by ferry from Vancouver, but you'll feel a world away. The Sunshine Coast is populated by people who favour the slower paced, coastal lifestyle and its natural beauty has lured talented artists, musicians and artisans. From the beautiful sandy beaches to the 2,400 hours of annual sunshine, a trip to the Sunshine Coast is the first step to a happier and healthier you!

Vancouver, Coast & Mountains Tourism is the regional destination marketing organization for Metro Vancouver, Sea to Sky Country, Mighty Fraser Country and the Sunshine Coast. For additional information about unique ways to stick to your New Years resolutions in 2008, or for more information about Vancouver, Coast & Mountains Tourism, visit www.vcmcbc.com or call 604-739-9011.

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