

For Immediate Release

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Vancouver and Calgary Snow Shows along with SnowSeekers are looking for *Fresh Trax*

Calgary, AB – For over five years Canwest Trade Shows has provided snow seekers from across Western Canada with powder-filled educational opportunities through their Vancouver and Calgary trade shows. Now, courtesy of an exciting new-media production from SnowSeekers Inc., those shows are about to generate a whole bunch of interest via an online campaign.

“We are thrilled to have partnered with SnowSeekers, one of North America’s leading new-media companies, to run a talent search over the next two months,” said Canwest’s Marketing and Advertising Coordinator Kevin Collins.

Through August and September, Canwest and SnowSeekers are working together to encourage indie bands from across Alberta and British Columbia to submit their music to their “Fresh Trax” competition. Ultimately, the general public – through an online vote – will decide who the winners will be.

“The public will vote for six bands to play each Snow Show, and the band from each city with the most votes will win a winter gig in the mountains filmed for an upcoming episode of SnowSeekers TV, carried by SHAW Communications to a potential audience of over four million people,” said SnowSeekers President Jim Barr.

The full prize package for the winning band from both Calgary and Vancouver includes a gig at the Snow Show, a gig in the mountains with lift tickets and accommodations, and a heavy dose of exposure. Barr said there might even be potential for a partnership with these bands throughout the season, where they could possibly contribute music to SnowSeekers TV.

For both consumers and trade representatives, Canwest is working to engage its audience and provide value to those in attendance. “A promotion such as this allows us to interact with our audience well in advance of the show,” said Collins.

Public voting starts August 20 for Vancouver, and October 1 for Calgary. Bands in both cities (and surrounding areas) have up and until each of these dates to make their submission at [www.snowseekers.ca/freshtrax](http://www.snowseekers.ca/freshtrax). The Vancouver Snow Show happens September 25 & 26 while Calgary is scheduled for November 6 & 7.

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