



International Food, Wine & Travel Writers Association

PRESS PASS

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In The Purposeful Journey, Media trips chair and co-chair Lisa Richardson and Elizabeth Willoughby showcase IFWTWA journalist Gwen Pratesi's two-part "Visiting Western Montana" from last year's media trip.

John Lamkin, Publications chairperson, celebrates the launch of **issue 7 of FWT Magazine** and continuing opportunities with FWT, its associated blog and Press Pass.

Beth Graham provides an update on FWT and six simple things we can all do to make it self-sustaining.

Adrienne Morrison, IFWTWA Program Coordinator & Member Volunteer, offers a big thank you to volunteers, with a special bouquet to M'Liss Hinshaw, who worked tirelessly with Sue Montgomery on the 2016 Conference.

Volunteer Spotlight presents Mary Chong, who not only designed and laid out the 2016 conference program but contributes to FWT, serves as FWT's Associate Editor, all since last August.

Markets offers information on good freelance markets among the airline inflight magazines, what they are buying and how to contact them.

Story Opportunities lists good story hooks from Chicago to Grenada, Norway, Maui and more.

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The PURPOSEFUL JOURNEY



*By Lisa Richardson and Elizabeth Willoughby,
Media Trips Committee Chair and Co-Chair*

This month we celebrate the myriad contributions for Western Montana following the IFWTWA-sponsored media trip last year. Hosted by Glacier Country Regional Tourism Commission, eight courageous members braved Montana's wondrous winter, and they shared the joy of this 1st trip of the year in real time connecting to us via social media.

IFWTWA journalist Gwen Pratesi's two-part article on "Visiting Western Montana" published in Pratesi Living is inviting and rich in detail and local flavor.

The reader is drawn in right from the start by an intimate quote from her friend.

Then I reveled in the beguiling, dreamlike images and Gwen's incorporation of video into her story of what to do in that extraordinary world. Part 2 gets those juices flowing with "notable noshing" in Missoula, Kalispell and Whitefish, framed by a cast of inviting characters and Glacier Country establishments in her focus on where to dine and stay. Please take some moments to check them out:

<http://www.pratesiliving.com/visiting-western-montana-things-to-do-in-glacier-country-in-the-winter-part-1/>

<http://www.pratesiliving.com/visiting-western-montana-where-to-dine-and-stay-in-glacier-country-part-2/>

We look at our organization's media clips from the varying perspectives of a traveler, a journalist, a host, committee chair and board member. I find sincerity and appeal in Gwen's efforts.



*Journalist Gwen Pratesi snowshoeing
in Bigfork, Montana*

PRAISE for VOLUNTEERS

By Adrienne Morrison, IFWTWA Program Coordinator & Member Volunteer

VOLUNTEER SPOTLIGHT: M'LISS HINSHAW

M'Liss Hinshaw worked tirelessly with Sue Montgomery on the 2016 Conference. She lined up the bus to La Jolla and coordinated with the Marine Room. She was a consultant throughout the conference planning process on a variety of issues. She also worked at the hotel registration desk for more than 5 hours!

A member of IFWTWA since July of 2012, M'Liss says, "Travel and food are my passion and writing about both has made my travel experiences that much more exciting. I was bitten by the travel bug when I was 13 years old and took my first flight from San Diego to Los Angeles and decided right then, I'd keep on traveling. I've explored and written about regional foods and peoples in many countries, including the USA and my home town of San Diego."

Get to know more about M'Liss! View her member profile at <http://ifwtwa.org/author/m-liss-hinshaw>. Check-out her website and social media links at www.mlisstravels.com ~ "Sharing travels and encouraging others to seek their path."



Cheers!

Hip Hip Hooray! Thank You!

We love our Volunteers! They are vital to our organization and our mission. All of us benefit from their efforts. Together, with our board of directors, they facilitate the powerful outreach of our community of passionate individuals. Each are committed to advancing our professional image, our mutual career growth and opportunities, and to the enjoyment realized by all members of IFWTWA. This April, the month dedicated to acknowledging Volunteers all over the world, we give our heartfelt "Thank You!" to our member volunteers:

Patty Anis	Kurt Jacobson	Irene S. Levine	Lisa Richardson	Kathleen Walls
Mary Chong	Cassie Kifer	Lorena Lopez	Diana Russier	Tom Westerhof
Allen Cox	Allan Kissam	Alexia Meisler	Christine Salins	Elizabeth Willoughby
Marc d'Entremont	Linda Kissam	Sue Montgomery	Debra Schroeder	Rossana Wyatt
Jacqui Gibson	John Lamkin	Adrienne Morrison	Cori Solomon	
Beth Graham	Tess Lampert	David Nershi	Linda Stewart	
James Hills	Mary Lansing	Amelia Old	Kelly Stilwell	
M'Liss Hinshaw	Hilarie Larson	Roger Paige	Melanie Votaw	

Praise for Volunteers

VOLUNTEER SPOTLIGHT: MARY CHONG

After joining IFWTWA in August 2016, Mary Chong hit the ground running as she embraced and engaged in our IFWTWA community. Mary did a super job designing and laying out the beautiful 2016 conference program. This was an intense, timely project with content coming in from a variety of sources with lots of changes. Mary never complained and always delivered.



Mary currently lends her expertise to IFWTWA as FWT's Associate Editor, and most recently revamped the look and feel of our FWT magazine website! Always with a smile and big heart, she makes herself available to assist members with valued social media guidance and her helpful and artistic eye.

Mary is a "travel writer, world cruiser, social media influencer, and founder of Calculated Traveller Magazine based in Toronto, Ontario, Canada. When not working as a freelance graphic designer, Mary is either exploring the world by land and sea with her husband Ray or planning the next big adventure. ... As of Mar 1, 2016, Calculated Traveller has a readership of 19k+ monthly travelers alongside a growing collective 19k + social media fans between Facebook, Instagram, Twitter, Pinterest, Tumblr, LinkedIn and YouTube."

Get to know more about Mary! View her member profile at <http://ifwtwa.org/author/mchong>. Check-out her website and social media links at www.calculatedtraveller.com; www.travelchatca.com; www.mary-chong.ca; and, www.graphicsforbloggers.com



IFWTWA Publications NEWS



By John Lamkin

Chairperson,
IFWTWA Publications Committee

FWT Magazine

By the time you receive April's Press Pass, issue 7 of FWT Magazine will be out. They just keep getting better. See it at <http://fwtmagazine.com>. Subscribe! It's free. Also, share the articles you like on social media when they are posted to FWT's website. Also, like and share the posts you see on FWT's social media.

FWT Magazine still accepting volunteers

See Adrienne Morrison's article about IFWTWA volunteers this month.

If you would like to join this exciting group of volunteers, contact john@ifwtwa.org or beth@bethgraham.com. See your name in lights (at least, on the magazine's masthead).

FWT Magazine's Blog

You can contribute! Get your name (and clips) out to the public! See the guidelines: <http://fwtmagazine.com/blog-guidelines>

Also, please subscribe. You will see a subscription button on the Blog page and on the individual posts.

Press Pass

Press Pass is still considering informative articles. Please send us one. The deadline is the 15th of the month before publication, April 15 for the May issue.

Please participate in YOUR FWT MAGAZINE and YOUR IFWTWA!

Cheers,

John

*John Lamkin,
Chairperson, IFWTWA Publications Committee*



ISSUE 7 SPRING 2017

Now Available Online

[Click Here](#)

To register as a contributor to FWT Magazine

We are accepting submissions for
Issue 8

registration@fwtmagazine.com

Please include the following:

- Full Name (as you use in your byline)
- Email (you MUST use the email which is on record at IFWTWA)
- A note requesting to become a contributor at FWTMagazine.com

FWTMAGAZINE AND SIX SIMPLE THINGS WE CAN ALL DO TO MAKE IT SELF-SUSTAINING

By Beth Graham, Executive Editor FWT Magazine

FWT Magazine just wrapped its seventh issue: <https://issuu.com/fwtmagazine2/docs/fwtspring2017>. I think we can all agree that it's a beautiful publication with well-written, interesting content. Our goal for 2017 is to raise enough ad revenue to offset the production costs for the magazine and make it a self-sustaining program of IFWTWA. Our budget for 2017 is limited so I wanted to update you on a few things related to the magazine.

If we are unable to secure an advertiser for the next issue, Summer 2017, FWT Magazine will be published as an online magazine on the website and will not be produced as a digital edition on Issuu. Our design costs to lay out and publish the magazine on Issuu are our greatest expense so until we are able to offset these costs with ad revenue, we will not be able to continue this format. We will continue to host the magazine online on the FWT Magazine site which allows contributors to easily share their article, and others, across their networks. Behind the scenes, the editorial and social media teams are working to increase page views on the site, which is critical to attracting advertisers. As our ad revenue increases, we will resume producing the digital edition on Issuu.

One other change that is coming about is that we will suspend paying contributors for articles until we have a solid financial structure. This is our second biggest expense and it's just not a sustainable practice at this point. FWT Magazine is your magazine. It's a place for members to publish their content and increase their publication stats, so your support is crucial to its success.

6 ways you can help FWT Magazine:

1. Share share share! Make it a point to visit the FWT Magazine and blog website - <http://fwt-magazine.com> - DAILY - and share at least one article across your social networks.
2. Contribute great content to the magazine and

the blog and share it with hosts and across your network.

3. Take our survey - In early April, we will be sending out a survey to all IFWTWA members via email to determine members' and contributors' interests for the magazine and blog, so please watch your inbox and provide your feedback.
4. Help us bring in advertisers to offset the costs of the magazine. We're especially interested in hotels/chains, airlines, travel products, CVBs, tour companies, wineries and other FWT-related industries. We'll do the solicitation. Just email us your contact's name and email to ads@fwt-magazine.com. We're sensitive to the editorial/advertising divide so we'll never mention your name. But the truth is, FWT Magazine is a great place for advertisers to reach those passionate about food, wine and travel.
5. Volunteer - We still need members to assist with social media promotion, building an advertising database, proofreading and more.
6. Like the FWT Magazine FB page <https://www.facebook.com/FWTMagazine/?ref=bookmarks> - and share it with your FB friends. Also join the IFWTWA FB group <https://www.facebook.com/groups/IFWTWA.mem.grp/>. That's where you'll hear the most news and opportunities!

If you have any questions, suggestions or want to join the FWT Magazine team, please email us at admin@fwtmagazine.com.

Beth Graham

Executive Editor



FACEBOOK



TWITTER

READ THE SPRING 2017 ISSUE TODAY!



Oceania & Asia

Featuring contributions by:

Alison Abbott
Gary Arndt
Mary Chong
Marisa D'Vari
Jacqui Gibson
Beth Graham
Kristin Henning
Kurt Jacobson
Veronica Matheson
Maurie O'Connor
Barbara Ramsay Orr
Diana Russler
Christine Salins
Sandra Scott

FWTMagazine.com

MEMBERSHIP PERKS



Photographers and Journalists, Collaborate

Photographer members have given links to their websites that will enable you to send a URL link with any image or galley destination folder to assignment editors with their queries. [Details...](#)



MedjetAssist

IFWTWA members from the U.S., Canada or Mexico receive reduced Medjet annual and multi-year membership rates 28-30% off its baseline. [Details...](#)



Check the website regularly for new [Membership Perks](#).



FWT Magazine: food wine travel is a quarterly, digital, online magazine published by the International Food, Wine and Travel Writers Association (IFWTWA), a global network of journalists who cover the hospitality, beverage and travel fields, and the people who promote them.



FWT Magazine is one of IFWTWA member's benefits:

- Only Regular Members may submit content
- Associate Members receive a full-page ad free when they join or when they renew their membership (a two-page spread if they join or renew for two years)

fwtmagazine.com

MARKETS

AIRLINE INFLIGHT MAGAZINES

Building a relationship with airline inflights is an investment in the long term, since they use destinations stories, food and beverage pieces, profiles, cultural pieces and more.

Inflights have a captive audience, and collectively they cover all imaginable lifestyle topics and some business ones; some want only pieces tied to destinations served by the airline; some don't. Payment is, in general, very good, and the variety of stories you can pitch them means that once you establish yourself with them, there is a lot of potential work available.

Tips:

One of the giant inflight houses, Ink, has current print issues on display at <http://www.ink-live.com>. You can keep up on what they are featuring and make reference to recent articles in your query.

Check the route map on each airline's website; pay particular attention to the new service openings, announced in the airline's press releases, also on their websites, because they won't have run dozens of articles on a new destination and are usually very interested in receiving well-written queries from writers with good clips.

ALASKA AIRLINES MAGAZINE

Alaska Airlines Magazine is the monthly inflight magazine for Alaska Airlines, reaching more than 2 million travelers each month in nearly 100 destinations, mostly (but not all) Western, including Alaska, California, Washington, Oregon, Hawai'i, Arizona, Nevada, Western Canada and Mexico. More recently, they have added additional cities and bases in Chicago, Boston, New York, Washington, D.C., Philadelphia, St. Louis and San Antonio.

The content for the magazine is around 75 percent freelance. They recommend the Journal department as the best way to break in. This is a collection of shorter articles that range from business

personality profiles to new museum exhibits in cities served by Alaska Airlines. They may examine business trends and contemporary corporate issues or showcase notable artists or influential community leaders, all with broad appeal.

Other departments and columns cover travel destinations, personalities, technology, sports, education, personal investing, architecture and a range of other topics. In most cases, they focus on subjects and sources within the Alaska Airlines route system, and tend to focus on the West Coast.

They say: "We look for writing with vivid visual images, anecdotes and a strong narrative flow. We are interested in writers who can cover business with insight and style; local writers who can lend inside perspective to our destination and travel columns; journalists who write with a sense of humor, though we do not publish a humor column.

"The best way for writers to get started with the magazine is to send clips of previously published work and a well-written query that includes a sample lead that represents the direction, tone and style proposed for the story. The query should demonstrate advance research and original thought on the part of the writer."

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MARKETS

They pay \$150-250 for short articles (200-600 words in length) in the Journal department, \$150 for business shorts (500 words), \$500 for columns (1,600 words) and \$700 for features (2,000-2,500 words), paying within 30 days of publication for First North American Rights, with reprint rights. They pay a kill fee of one-third the contracted price. Expenses, if agreed upon in advance, are paid on invoice. Expenses and rates vary in special circumstances.

Like most magazines, they do not accept pitches over the phone. Queries should be submitted by email, with features queried about six months in advance. They will respond within six weeks. Send queries to editoralaska@paradigmcg.com. Include

the word "Query" in the subject line.

Current and recent editions of Alaska Airlines Magazine can be read at www.paradigmcg.com.

CARA

Aer Lingus' inflight is published by Image Publications, and covers fashion, celebrities, and destinations with an Irish accent – for instance there's a story "Good Migrations" on the London Irish, one on Edinburgh, an Insider's Guide to Brussels, a piece on Darling Dalkey, a very affluent suburb of Dublin.

Contact Jessie Collins at jessie.collins@image.ie

CELEBRATED LIVING

Celebrated Living, American Airlines' bimonthly magazine for premium travelers, runs luxury travel stories, articles on food and enriching experiences. The recent issue featured "Patagonia Dreaming" and culinary hideaways. Contact Editorial via the link at <http://www.ink-live.com/emagazines/celebrated-living>

DELTA SKY

Delta Sky is partial to authentic, insider experiences, health and healing topics and business and trend stories. Coverage extends to travel, lifestyle and business, with a mixture of international and domestic destinations, profiles of notable people, actors, authors, artists, athletes, entrepreneurs or executives, especially those with a link to a destination. Business trend stories and profiles of movers and shakers need to be fresh, with a distinct angle.

Recent stories projected the future of the American Red Cross, followed Backstreet Boys' A.J. McLean to his favorite street, and explored Quito, Ecuador's capital.

Features range from 600–2,000 words. Departments include very small 100-word pieces to longer 500-word columns. Pitches can be sent to edit@deltaskymag.com

Your IFWTWA Profile is IMPORTANT

[*Edit My Profile Settings](#)

including password, email, contact, etc.

[*Member Profiles -- BOOKS -- Management](#)

Add any books you've published to your profile with links to purchase them.

[*Member Profiles -- ARTICLES -- Management](#)

Keep your list of published articles up-to-date.

[View My Public Profile](#)

The above link will take you to a list of all our members, click on your name to see what people learn about you.

[*Display IFWTWA Member Badge on My Website](#)

A new widget that quickly displays your affiliation with IFWTWA with a link back to your profile.

*Requires that you be logged in



5 YEARS



10 YEARS



15 YEARS



20 YEARS

MARKETS

ENROUTE

enROUTE is Air Canada's inflight with a circulation of more than a million readers monthly. They have an international clientele, highly sophisticated. They assign freelance stories in the areas of wellness, arts and culture, food and drink, destinations, technology, social trends, sports and design, architecture and style.

Destination pitches should be an Air Canada destination or on a Star Alliance route. They have a long lead time, so don't query time sensitive events.

It is also distributed at more than 100 outlets across Canada (hotels, boutiques, health clubs, restaurants and lounges).

They say: "We engage our audience through intelligent writing, insight, humour and spot-on service journalism. Our stories exemplify narrative journalism at its best, exploring the world through first-hand, highly experiential pieces. We look for articles with unique, unexpected angles and for subjects that will remain fresh during our four-to-six-month lead time."

Before you pitch, read back issues online; they want you to let them know which section or department your piece is meant for.

Your pitch needs to fit on one printed page. They ask that you limit your queries to two pitches per e-mail and one e-mail per month, and that you send your ideas to one editor only.

If you're a photographer/visual artist, you can contact their art department at info@aircanadaenroute.com

Sections and departments include

Passport front-of-book section; a roundup of short pieces on global travel lifestyle finds. This includes food and drink; city guides to places recommended by Canadians living abroad as well as city roundups with high and low budget options recommended by locals. They also run Q and As with captains of industry and travel with international

figures. They also accept pitches with a travel bent about style and design, wellness, grooming and other themes that tie into the travel lifestyle.

Getaway; These are insiders' guides to a destination within two hours driving time of an Air Canada destination, highlighting the best local activities, restaurants, accommodations and more that can be experienced during a weekend visit. Each getaway has a theme to tie the elements together.

Short features; These pieces go beneath the surface of a place; they are a close look at a unique happening in a specific corner of the world like the German culinary invasion of New York or one element that represents the essence of a place like a love letter to Tucson's Hotel Congress. These stories should be based on first-hand experiences you've recently had and run 200 to 550 words.

Long travel features; broader-based looks at a city or region have to have an original and unexpected angle that goes beyond the ordinary view. They should be focused around a theme – not merely presented as a straight chronological journey or travelogue. (1,200 to 1,700 words)

Queries should be sent to pitch@aircanadaenroute.com

MEMBERSHIP REFERRAL CREDIT



When you refer a new member who lists your name on their application, your dues for the following year will be credited:

\$20.00

MARKETS

DISCOVERY

Discovery, Cathay Pacific's monthly inflight magazine, got a whole new look a year and a half ago, emphasizing the promise of a "Life Well Travelled" to create a better experience for passengers across all points in the journey.

The emphasis is on how people are changed by travel, with articles by travel writers and photographers, explorers, chefs, philosophers and artists, as well as top-notch travel writers and photographers.

For example, they ran a story in the Heritage section on "Blinded by the Brand," examining the human interest stories behind some of the iconic luxury brands.

In the Thinking East and West section, two philosophers, one Western and one Chinese, examine familiar topics from their differing vantage points.

And well-travelled contributors capture highly personal and emotive moments in "The First Time I Ever Saw" and "The Hardest Discovery" in the Inspiration and Exploration sections.

To query, contact Cathy Adams at cathy.adams@cedarcom.hk

HEMISPHERES

HEMISPHERES is the general inflight for United and features celebrity profiles and stories from one on how driving technology could change car design forever, New South Wales as the next oyster capital and foie gras as a drink mixer. The managing editor is Justin Goldman at justin.goldman@ink-global.com

OPEN SKIES

Dubai-based Emirates Airlines' recent Open Skies articles feature the Shangri-La in Singapore, Sharmajee's iconic street food in Mumbai, Hatchard's historic bookstore in London and a group of senior California surfers and their charitable work.

The Editorial Director is Gina Johnson at gina@motivate.com

RHAPSODY

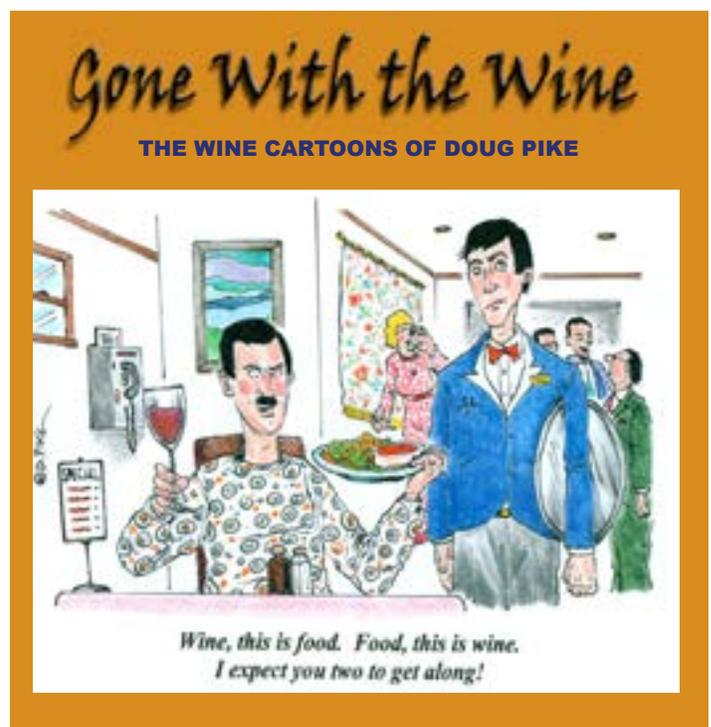
United Airlines' first and business class inflight has featured everything from the epic season on Broadway this year to the Turks & Caicos and the best absinthe bars in the U.S. Their coverage extends to news and current events, business, travel, arts and entertainment, fashion, and high-end consumables, from cars to Cartier watches. The managing editor is Justin Goldman (also managing editor for United's Hemispheres) at justin.goldman@ink-global.com

SILKWINDS

SilkAir, Asia's most awarded regional airline, flies to more than 50 destinations in 14 countries.

They cover exceptional experiences from temple-hopping in Yogyakarta to hiking in the hills outside Hanoi. The March issue included a piece on the market for Myanmar's traditional toys, Phnom Penh's art scene, rooted in its past, and mystical Da Hong Pao, a rock tea grown in the Wuyi Mountains from bushes that are said to date back to the Song Dynasty.

Through its narratives, which are both rooted in local culture and informed by contemporary regional



MARKETS

trends, the magazine hopes to inspire readers to seek out fresh experiences and create their own stories to tell.

Contact the editorial team via the form at http://www.ink-live.com/contact/Silk_Air_form.html

TIGER TALES

This is the airline inflight for Tigerair based in Singapore and partially owned by Singapore Airlines. They operate a low cost airline with hubs in Singapore and Australia. Coverage includes hotel and restaurant reviews, adventure diaries, itineraries

for first-time travellers, gadget test drives, celebrity profiles and destination features.

The current issue has a story on the Best Western Premier Ion Delemon urban resort, architect Duangrit Bunnag's take on Bangkok and Hong Kong art fairs.

Contact them with the form at http://www.ink-live.com/contact/Tiger_Asia_form.html

10 REASONS TO SUBMIT CONTENT TO THE FWT MAGAZINE BLOG

As an IFWTWA member, you are qualified to provide content. Take advantage of this great opportunity!



- 1** You get your own byline including a biography and contact info.
- 2** It's an additional media outlet for your portfolio and to use for pitches.
- 3** You get a snazzy "As Seen In" badge to show off on your website.
- 4** Requirements for each article are only 200-600 words and 4 photos.
- 5** Having a link from FWT Magazine to your own website will help increase your domain authority.
- 6** You can repurpose your contribution on your own website 60 days after publication on the FWT Magazine Blog *Applicable to blog only.
- 7** There is no deadline for Blog posts. Post whenever you wish.
- 8** Submit content as often as you'd like on any food, wine or travel topic.
- 9** We promote you and your content on FWT Magazine social media.
- 10** Get bragging rights! Delight and impress your friends and family!

VISIT FWTMAGAZINE.COM/BLOG-GUIDELINES
FOR BLOG SUBMISSION REQUIREMENTS

STORY OPPORTUNITIES

CHICAGO

Choose Chicago assists business & leisure travel media to share Chicago's stories, including culinary topics from the Irish pubs of Beverly to the restaurants of Irving Park, along with arts, politics, history, African-American heritage and Asian angles.

News crews, handheld interviews, documentaries, B-roll, and other low impact productions typically do not require a permit, as long as it does not interfere with vehicular or pedestrian traffic. There's more information on the Chicago Film Office site at https://www.cityofchicago.org/city/en/depts/dca/provdrs/chicago_film_office.html

The Media Relations Department of Choose Chicago assists domestic and international media, including consumer, travel trade and meetings/convention trade journalists seeking information about Chicago as a visitor destination.

If you are a freelancer wishing to visit, you need to submit a letter of assignment and a recently published travel related article with your request to mediarequests@choosechicago.com.

GRENADA

Grenada is best known as the Spice Island of the Caribbean for its nutmeg and mace production, but it also has 50 white- and black-sand beaches, 15 notable waterfalls, countless hiking trails and more than 30 exceptional dive sites, including the largest shipwreck in the Caribbean and the world's first underwater sculpture park. The islanders are extremely welcoming to visitors.

Story angles include soft adventure, romance, destination weddings and honeymoons, culture and heritage, diving and local culinary specialties.

There's a group trip planned to cover the Pure Grenada Music Festival May 4-11, where very, very impressive local talent and food and drink are showcased together, and one centered on the island's famous spices August 14-19.

Interested press should contact Jennifer Johnson

via the form at http://www.cam-pr.com/aboutus/team_details.cfm?staff=69

LAS VEGAS

From its gaming to its restaurants, top entertainment and architecture, Vegas has enough story angles to keep a writer busy for a long time. After a record year for tourism in 2016, they are off to a very good start and have added news including the announcement that Las Vegas Motor Speedway will host two top-tier NASCAR races beginning in 2018.

And, fortunately, Vegas has an excellent staff to support both domestic and international writers: Contact Jeremy Handel for domestic media needs and travel industry issues at jhandel@lvcva.com or Jackie Dennis at jdennis@lvcva.com. Amanda Arntsen is the contact for domestic media inquiries, stories regarding the Las Vegas visitor statistics, health and wellness travel and medical tourism.

The international public relations team oversees 14 international offices representing more than 70 countries.

Australia/New Zealand is served by Natalie Schofield at nschofield@visitlasvegas.com; the Netherlands by Marloes van den Boogaard at mvan-denboogaard@visitlasvegas.com; for Brazil, Aline Senzi at: asenzi@visitlasvegas.com; Argentina, Paula Fernandez at: pfernandez@visitlasvegas.com; for consumer press from Canada Naomi Strasser at naomi@aerialpr.com or Mindy Cummings at mindy@aerialpr.com; trade press from Canada should get in touch with Stephanie Freed-Burns at sfreed-burns@visitlasvegas.com.

The representative for Germany is Janine Brandenburger at jbrandenburger@visitlasvegas.com; for Mexico, contact Mariana Taramasco at mai@nmd.com.mx; in France Geraldine Charollais at gcharollais@visitlasvegas.com; UK consumer press should get in touch with Kate O'Brien at kateo@hillsbalfour.com, Lauren Ellis at Laurene@hillsbalfour.com or Fiona Clarke at fionac@hillsbalfour.com

STORY OPPORTUNITIES

Trade press contact is Amy Scott at ascott@visitlasvegas.com. The PR representative for Ireland is Tryphanvana Cross at tcross@visitlasvegas.com and for Italy it's Mia Hezi at mhezi@visitlasvegas.com

LEXINGTON, KENTUCKY

The Media Services department plans periodic presstrips to Kentucky's Bluegrass region, and in some cases can offer support for individual visits. Submit the form below if you have an interest in the Horse Capital of the World: <http://www.visitlex.com/media/press-trips/> to arrange a visit.

A couple of good hooks: the life and legacy of one of America's original sporting heroes, the legendary Man o' War, will be the highlight of a year-long celebration at the Kentucky Horse Park; it began on March 29, his birthday.

There is also a very good story on the constantly growing Bourbon Trail in the region, and on September 20-24, the Kentucky National Horse Show is held in Lexington.

LOU HAMMOND: NEW CLIENTS

The Lou Hammond Group has announced the following new clients for public relations. The company, founded in 1984, has offices in New York, Charleston, SC, Los Angeles, and Miami. Visit www.louhammond.com to find contacts for each.

Lincoln Road – the social and civic spine of Miami Beach, Lincoln Road is home to the New World Center concert hall, the recently restored Colony

Theatre, ArtCenter/South Florida, a collection of studios and gallery spaces for artists. Lincoln Road features over 200 designer boutiques, national retail stores, and fine restaurants and bars.

Localike – an innovative, new travel service provider. Based on a customer's requests and interests, Localike arranges custom-tailored travel recommendations and offers value-added services to enable the user to enjoy the real New York like a local. Localike New York does not have contracts with local promoters or restaurant owners, they are 100% neutral and independent.

Hornblower Cruises & Events in New York has offered private event charters and public dinner cruises from Pier 40 in the West Village since 2012. The company expanded to Pier 15 at the South Street Seaport in 2014, where it operates frequent entertainment cruises, as well as daily New York sightseeing tours.

Coastal Expeditions in Charleston offers a collection of inspiring and educational excursions by kayak, boat and paddleboard through the saltwater estuaries and blackwater rivers of the Lowcountry, as well as ferry rides to Bulls Island, a 5,000-acre oasis with pristine beaches and abundant wildlife.

LUXEMBOURG WORLD WAR II

This May 27 to May 29 press trip will take in Luxembourg's Second World War sites, thus recalling the dramatic events that shook the country. In particular, the focus will be on the liberation by



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the American army in September 1944 and January 1945. US Memorial Day on May 27 will be marked by a ceremony at the American Military Cemetery in Luxembourg – Hamm, where 10,000 American soldiers lie buried.

They will bring you to places directly impacted during those dark days, deepening and enriching your understanding of how these events influenced Luxembourgish and European culture. For example, you will see General Patton's headquarters in Luxembourg City, the Military History Museum in Diekirch, and the Memorial Trail in the Schumans Eck forest in the Ardennes hills where the Battle of the Bulge was fought. Roland Gaul, who specializes in Second World War history, will be your guide.

Participants will also get the chance to taste Luxembourgish specialties and get an insider's view of the country.

Go to <https://press.visitluxembourg.com/en/press-service/presstrips/participation?trip=Remembrance+tourism%3A+Luxembourg%E2%80%99s+Second+World+War+sites+and+monuments>

MAUI

The Magic Isle is the second largest of the Hawaiian Islands, with beautiful resorts and the huge Haleakala National Park, which contains bamboo forests, the dramatic volcanic Haleakala and the dreamlike pools and waterfalls of Ohe'o Gulch. The island has 30 miles of beaches include golden-

crescent Kapalua, sheltered from strong currents by lava-rock promontories.

Story angles include family travel, romantic travel, golf, surfing, snorkeling, Bed & Breakfast Inns, whale watching and a variety of festivals.

Download and fill out the form at <http://media.gohawaii.com/maui/contact-us/journalist-questionnaire/>



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The press contact is Samantha Tsui at (808) 544-3000

Email: samantha.tsui@anthologygroup.com

NORWAY

Innovation Norway welcomes journalists to Norway and regularly arranges press trips for groups and individuals in cooperation with its partners in Norway. The trips will vary depending on the media request and the focus of their campaigns. If you would like to join one of their press trips in the future, you have to have a confirmed assignment with a qualifying publication.

Art tours in Oslo and visits to Spitzbergen and to the fjords are all among the possible itineraries. Contact the following for more information:

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OTTAWA

Canada's capital assists more than 250 journalists per year in the city and countless more via email. From organizing detailed media visits, to securing media passes for special events and festivals, coordinating interviews, assisting with fact-checking and images as well as providing story ideas, they are extremely supportive. There are plenty of hooks for Ottawa, which is undaunted by winter; they have the Rideau Canal, which becomes the world's largest skating rink, offering 7.8 kilometers (4.8 miles) of uninterrupted skating from late December to late February or March, depending on the weather) and three weeks in February of Winterlude, from spectacular ice carvings to crazy races and a playground made of snow.

In summer, see the changing of the guard at Parliament Hill, the training center for the famous Musical Ride, a military pageant performed with 32 horses and riders and write about Le Cordon Bleu Paris Ottawa Culinary Institute and Signatures Restaurant, located in the same building as the school,

STORY OPPORTUNITIES

which keeps with centuries-old traditions of providing the finest in classic French cuisine.

Various factors influence the level of support they can provide journalists, including the focus, the outlet in which the coverage will appear, the target market and the amount of time they have to coordinate your visit.

Contact Jantine Van Kregten, Ottawa Tourism's Director of Communications, at media@ottawatourism.ca or at 613-237-5150, ext. 116

PALM SPRINGS, CA

Hunter PR has announced a Fall Palm Springs presstrip for bloggers and influencers interested in wellness. Eastern U.S.-based press should email kmoraghan@hunter-pr.com; Western media contact is Kristen Hunter at khunter@hunter-pr.com

PRINCE EDWARD ISLAND

Colorful PEI offers qualified journalists accompanied or self-guided presstrips.

Cultural trips introduce press to hands-on work with an oyster fisherman to tong, shuck, and eat oysters straight out of the bay; they also hop on

board a lobster boat, learn to set your traps and cook the fresh catch; dig or dive for Island clams and bake them on the beach; enjoy deep-sea fishing for bait before hand feeding giant Bluefin Tuna as they swim under your boat; become a co-pilot on a Cessna 172G aircraft as you fly over the Island's jagged red cliffs, lighthouses, windmills and mussel farms; or participate in a hands-on pottery workshop, culinary boot-camp, or Acadian step dance class. In total, they offer participation in more than 70 authentic island experiences.

Their media request form is available at <http://www.tourismpei.com/media/media-contact/presstrip-request/>

For more information, contact Isabel Macdougall at iamacdougall@gov.pe.ca

US SOUTHEAST

Laurie Rowe Communications has a form at <http://www.lrc-media.com/hosted-writer-information-form/> that allows writers to register for presstrip offerings. The company has a long list of current and past clients, including several cities, festivals and counties in Georgia, Tennessee, Kentucky and South Carolina.



NEW MEMBERS

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