



THE LISTEL HOTEL

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## The Listel Hotel partners with the BC Association of Magazine Publishers

ROBSON STREET: In a bid to both entertain and gently educate their guests, the Listel Vancouver Hotel has joined forces with the BC Association of Magazine Publishers (BCAMP) by distributing eight of the associations' member magazine titles in each of the hotel's 129 guestrooms.

The magazines currently "in room" at the Listel include such diverse and preeminent publications as *Ricepaper*, *Room of One's Own*, *The Capilano Review*, *Dance International*, *Geist*, *Prism*, and *Modern Dog*. The magazines are recent back issues and will be updated on a quarterly basis.

"We're excited to introduce our guests to some amazing homegrown publications," states Lise Magee, spokesperson for the Listel. "We know how it is for a lot of travelers; you finish your novel and the paper on the flight into town and you're desperate for some amusement beyond Entertainment Tonight! once you check-in. We think these magazines will help fill that void, while telling them a little bit more about our news and culture than they're likely to read in their guide book of choice."

"This partnership creates access for a previously untapped audience to BC published magazines. We anticipate that this project will create new business for our participating magazines. We are excited about working with the Listel Vancouver Hotel," Said Ana Torres, Executive Director, BC Association of Magazine Publishers.

BCAMP was established in 1993 to serve and promote British Columbia magazines, both individually and collectively and to promote excellence and diversity in magazine publishing. BCAMP works on behalf of its members to strengthen the magazine publishing industry, to improve the publishing environment, and to present the business and culture of British Columbia through its representation in magazines. The BC magazine publishing industry is in a period of growth with exceptional new magazines born each year. Today, more than one million people read BCAMP member magazines to find a reflection of the west, be it our trades, arts and culture, news and business or lifestyle and leisure.

Dubbed "Vancouver's Most Artful Hotel\*", the Listel Vancouver – a 129 room boutique hotel - is packed with original art and boasts a perfect location on the city's most eclectic shopping and dining street. The Listel Vancouver has a reputation for creative partnerships with the city's most significant cultural organizations, including the Buschlen Mowatt Gallery and the Museum of Anthropology and important sponsorships, including the Vancouver International Jazz Festival, the Vancouver International Sculpture Biennale and the Vancouver Arts Awards. The hotel is also home to O'Doul's Restaurant & Bar where an award-winning wine list is rivaled only by a remarkable West Coast menu and some of the hottest live jazz in the city – every night of the week.

### MEDIA OUTLETS:

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