

Passport 2017 partners with AskingCanadians to discover where Canadians would love to travel in Canada for Canada's 150th

Data collection firm to support study examining where you want to go and why

TORONTO, ON (April 20, 2017) – Canada is marking its 150th birthday this year and *Passport 2017* is partnering with *AskingCanadians* to discover where Canadians want to go and what they would love to see and do across Canada this year.

AskingCanadians, a Delvinia company, is an online data collection firm with an online research community of more than one million Canadians who have agreed to participate in online surveys.

Passport 2017 is the go-to Canada 150 news and events app, and website, Passport2017.ca, dedicated to exploring the sites and sounds of celebrations from coast-to-coast.

Created by St. Joseph Media's Strategic Content Labs – and funded in part by the Government of Canada – *Passport 2017* is designed to bring together in one searchable place the thousands of special events taking place across the country to mark the 150th anniversary of Confederation.

Under the partnership, *AskingCanadians* will assist *Passport 2017* with several research initiatives to gather feedback from Canadians.

"As a Canadian company we wanted to be a part of celebrating Canada 150 so we've chosen to support *Passport 2017* by working with them to capture the attitudes and opinions of Canadians," said Delvinia CEO Adam Froman. "We're proud to partner on the *Passport 2017* initiative by providing Canadians with an opportunity to have their say on what makes Canada such an amazing country."

"Launched on New Year's Eve, the *Passport 2017* app has already been downloaded 30,000 times, it's Facebook postings have reached over 2 million Canadians, and across all platforms *Passport 2017* has generated over 50 million impressions. *Passport 2017* has quickly become the best place in the country to discover what's going on in Canada's 150th year," said Douglas Knight, president of St. Joseph Media.

About AskingCanadians

AskingCanadians, a Delvinia company, is an online data collection firm with access to a research community of more than one million Canadians who have opted-in to participate in online surveys that significantly influence today's leading brands. Established in 2005, *AskingCanadians* owns and manages the *AskingCanadians* online research community and its French counterpart *Qu'en pensez-vous*. *AskingCanadians* is dedicated to enabling market researchers to quickly gather and deliver high quality information from Canadian consumers. *AskingCanadians* and *Qu'en pensez-vous* are built through incentive partnerships with Aeroplan, Hudson's Bay Rewards, Walmart, PETRO-POINTS, and VIA Préférence. The result is an average response rate that eclipses the industry. For more information, please visit corporate.askingcanadians.com.

About St. Joseph Media

St. Joseph Media is Canada's largest privately-held media company and a wholly-owned division of St. Joseph Communications. St. Joseph Media owns several media brands, including *Fashion* magazine, *Toronto Life* and *Where* travel magazines. St. Joseph Media's *Strategic Content Labs*, creates custom content, websites, apps and content management solutions for some of the world's leading brands and institutions. Visit www.stjoseph.com.

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