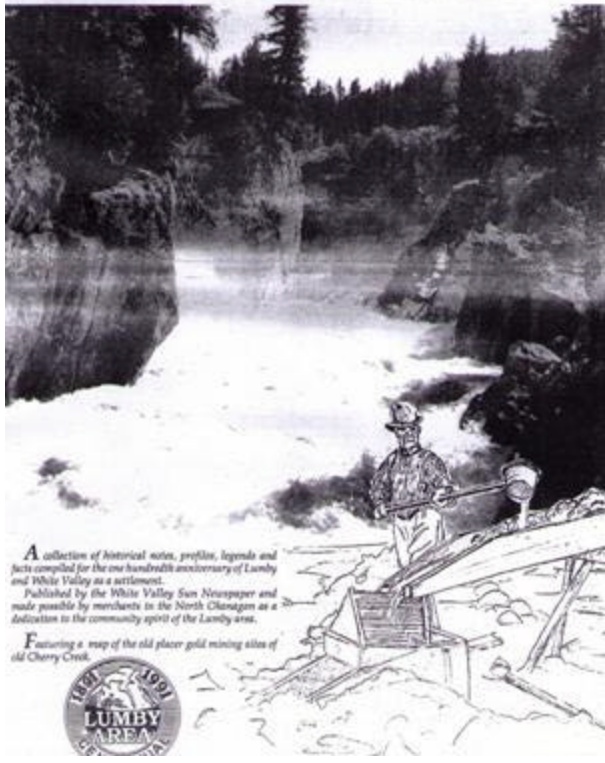


THE MONASHEE ONE HUNDRED YEAR ALMANAC

From the year of our Lord, Nineteen Hundred and Ninety One.
From the land of enchanted forests, pure water and mountains of peace.



Our 1991 Edition has stood the test of time – 20 years later, a bit faded and worn but well read – a keeper.

DISTRIBUTION

3000 Copies - \$4.00 cover price

The publication is a “keeper” with a long-term high readership per copy. A portion of the distribution is donated to the Cherryville and Lumby museums.

- Direct sales to business and professional offices throughout the Okanagan.
- High-visibility newsstand sales in high-traffic retail and tourism locations in Vernon, Kelowna, Penticton, Osoyoos and other Okanagan Valley communities.
- Bulk sales to business and organizations for corporate gifts and fundraising.

AD SIZES AND RATES

Small - \$105

Medium - \$210

Half Page - \$300

Large – Full Page - \$565

Inside Covers - Full page - \$900

Ad sizes are large in order to build a historical theme within the advertiser's message.

Our suggestion...

Sales and Editorial Department
DON ELZER

The Discovery Centre - Ph. 250-547-9812

2012 Monashee 150 Year Almanac

Celebrating the Discovery of Gold & Adventure

In 1991, I published
the first Monashee Almanac
in order to celebrate

Lumby's 100 year centennial. It was a great success and at the time, I had hoped that the commemorative issue would generate the interest and support so that a museum would be established in Lumby. It happened, and it was because volunteers, organizations and businesses came together to support the ongoing celebration of history in the Monashee.

Now 20 years later I want to produce another Monashee Almanac in order to celebrate important historical cornerstones in this region – this time farther east into the rich gold bearing country that first brought pioneers into these parts.

2012 marks 150 years of gold exploration and discovery in the Monashee.

While we may never know the exact date and time when gold was first discovered glittering in the sandbar, we know that in 1862 the first whispers of gold being discovered at Cherry Creek had reached the provincial government, and that the discovery was important enough that by 1863 the province had commissioned bridge and road contracts to better manage the influx of activity which included 200 miners who had begun working placer claims.

The rest is history – but that's not all...

2012 also marks the 100th anniversary of the BC Forest Service and the 50th anniversary of Monashee Provincial Park.

So in the Monashee, 2012 represents a year to celebrate...that's well...worth its weight in gold!

Please join us so that we can compile and produce this commemorative publication that's a keeper, one that celebrates some of the lesser known stories about this great region that bridges the Okanagan with the Kootenay and represents one of BC's great adventure playgrounds.

Don Elzer
Publisher

The Monashee Almanac will be published in its traditional old-style tabloid format in order to create a reenactment for readers. It will be published during the fall of 2011 for distribution throughout 2012. Advertising must be reserved by October 15th; final artwork is required by November 15th.

2012 Monashee 150 Year Almanac

Published by Don Elzer

of the Watershed Intelligence Network and Sun Publishing.

Contact us: **The Discovery Centre - 250-547-9812**

We can be reached by email at: mediaservices@uniserve.com

Located at the Wildcraft Forest

1981 Highway 6 East, Lumby, BC, V0E2G1

www.myvalleysun.com