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JuneWarren-Nickle's Energy Group

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**JuneWarren-Nickle's Energy Group: Energize Alberta Rolls Out Across Province
Publication Will Focus Content on the Intersection of Energy, the Economy and the Environment**

CALGARY, ALBERTA--(Marketwire - May 17, 2010) - A new publication that links energy to the everyday lives of Albertans rolls out across the province this week.

Energize Alberta, a bimonthly tabloid newspaper that will be the largest circulation publication of its type in western Canada, links rural and agricultural Albertans to downtown Calgary and Edmonton, with energy content that focuses on the role energy plays in the lives of ordinary Albertans.

Energize Alberta is the result of a unique divisional partnership within the Glacier Media Group. JuneWarren-Nickle's Energy Group, Great West Newspapers and Farm Business Communications have collaborated on the new initiative. JuneWarren-Nickle's publishes legacy titles such as the Daily Oil Bulletin and Oilweek Magazine.

Energize Alberta is linked to a growing awareness that Albertans have a desire to heighten their knowledge of how energy issues intersect and impact their lives, noted JuneWarren-Nickle's president Bill Whitelaw. The publication, and its related website, will focus on three energy cornerstones: petroleum, power and renewables.

"Our goal is to link readers to the importance of how improved energy literacy will better equip Albertans to deal with some of the complex energy challenges and opportunities they'll face in the future. We'll tell Alberta's energy stories through the experiences of the people in the trenches."

Energize Alberta will be distributed to approximately 140,000 rural households in markets served by Great West newspapers, 40,000 farm households served by Farm Business Communications, and thousands of energy and business offices in downtown Calgary and Edmonton. As well, many companies and organizations have already requested copies to distribute to their own staff.

An advisory group of key energy players – from landowners and students to educators and regulators – provided key input into the product's focus, added Whitelaw.

"Our readership linkage is unique; there's nothing out there that connects these communities to each other through a subject that links them so profoundly. Energize Alberta's focus is to help Albertans connect to their energy future in a way that's lively and engaging – and educational."

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