



FOR IMMEDIATE RELEASE

PSSD ANNOUNCES LAUNCH OF NEW WEBSITE

*Innovative new website to benefit local & visiting riders,
area supporters and member clubs.*

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January 26, 2015 – Parry Sound

Parry Sound Snowmobile District (PSSD), the grooming association comprised of six Ontario Federation of Snowmobile Clubs (OFSC) member clubs: Carling Trail Blazers, Magnetawan Ridge Runners, North East Georgian Bay, Six Star Snow Riders, South Seguin Snowmobile Club and West Muskoka Trail Riders, today announced the launch of its new website (www.pssd.ca).

Visitors to the PSSD website will find a completely new look and state-of-the-art technology including interactive mapping, trail condition reporting and event management. The new site is also geared to work better with cell phone users, providing updates at the touch of a button. Area supporters of Parry Sound Snowmobile District are being acknowledged in a whole new way with both locator buttons on the interactive map and detailed information for their business. Member clubs will find updating their information a much simpler task and all club websites and social media links can be found on the PSSD page.

In the coming weeks and months, PSSD's new online presence will be a destination for resources and information regarding snowmobile trail conditions, club events and educational and informative material. *"As we delved into how to deliver tourism routes and planning to riders both residing in and visiting the area known as OFSC District 10, we realized that it was imperative to have control over the tools being provided."* comments Jason Lockhart, PSSD President and Webmaster. *"From this began the overhaul of the existing website. With the base in place, we can now begin to add some of the extras that will enable riders to plan routes; knowing mileage between destinations and depending on their riding style, select appropriate on-trail stops for fuel, food, accommodations and any other necessities."*

"On behalf of our member clubs and volunteers, I want to thank Jason for his generous contribution to organized snowmobiling and tourism in the Parry Sound Area." commented Tracey Rand, PSSD Administrator. "This new website will benefit all who ride and visit our area trails."

A very special thanks is also extended to all of the riders who supported the PSSD and member clubs with their permit purchases.

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For further info, please call

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In the pursuit of safe, enjoyable snowmobile trails PSSD exists to provide a businesslike structure and approach for its member clubs, supporters and communities.