



Social media puts Penticton on the best destinations map

By now, you may have heard that Penticton landed on a very prestigious list.

Earlier this month, the Huffington Post — one of the most widely-read English-language websites in the world — posted an article listing the top ten most talked about destinations on Facebook. The data for this list was collated by Uptake, a website that bills itself as helping you uncover travel recommendations from your Facebook friends.

Turns out, Penticton generates a lot of Facebook traffic. The original article was shared more than two hundred times, posted on Twitter, and talked about all over town.

There are a number of organizations and businesses using social media, and now is the perfect time to learn more about these tools and their potential, and take advantage



of the boost in online traffic Penticton is receiving.

Last March, Okanagan College and All She Wrote Consulting (the company founded by our new Communications and Social Media Director Allison Markin) hosted a conference called Eat.Drink.Tweet. The event itself was about social media, but also became a social media phenomenon a trending topic in Canada on

Twitter. It was one of the most talked about topics for three days straight, generating more than 2.5 million impressions, or “hits” on Twitter. It was even mentioned by “tweeps” as far away as Germany.

Eat.Drink.Tweet. has gone on to win several prestigious awards, and it returns to Penticton from February 17 to 19 at the new Jim Pattison Centre of Excellence at Okanagan College. Attendees will

not only learn about social media, but will enjoy craft beer from Cannery Brewing, fine wine from the Naramata Bench Wineries Association, and gourmet food.

Everyone is encouraged to eat, drink, and then tweet their experience, creating a groundswell of online traffic that promotes Penticton and everything we have to offer.

Eat.Drink.Tweet. has several components this year: a pre-conference day dedicated to blogging, a “live Twitter wine tasting” (even if you’re not on Twitter, come and enjoy some fine food and wine and network in-real-life, or “IRL”), and a weekend full of seminars on Facebook marketing, Twitter, LinkedIn, online branding, QR codes, YouTube and more.

Anyone wishing to learn about social media and how it can help your business should attend. Register by visiting www.eatdrinktweet.ca and follow the links.

– Allison Markin



Photos by Voth Photography

Healthy Backs Lumbar Spine Back Care Program 6 Week Program Tuesday and Thursday

Physiotherapist Mike Yates and Medical Exercise Specialist Barbe Houle have created this progressive class. It entails a complete spinal stability and core flexibility program.

Lower back pain will be treated with stretching and strengthening the deep core and the muscles relative to the spine. Spinal stabilization will be achieved through reactivating and retraining these key muscles.

Morning & Evening Sessions Tuesday & Thursday

Call today for your FREE Consultation

REGISTRATION DEADLINE January 31st

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Subscribe to our eBlast

The Downtown Penticton Association has a weekly eBlast newsletter that is sent to more than a thousand subscribers every Friday. Anyone can subscribe to it by visiting the DPA online at www.downtownpenticton.org, where you’ll also find links to our Twitter updates — our Twitter handle is @dtpenticton — and our Facebook page.

To ensure that you’re receiving the eBlast, please add the email address info@downtownpenticton.org to your safe subscribers list. Haven’t received it in a while? Check your spam or junk email folder to see if it’s been delivered there.

Have some news to share? Downtown Penticton Association members can advertise in the eBlast for free. Email us your news as a word document, or if you’d like to submit a graphic, please send it as a JPEG, GIF or PNG file. We’re currently phasing out PDFs as we plan some changes to the eBlast to include more content. Send your submissions to allison@downtownpenticton.org by 4pm on the Wednesday prior to the Friday publication date.

We’d love to hear your suggestions on how we can improve the eBlast and our other communications tools, contact our Communications and Social Media Director, Allison Markin, with your ideas.

– Allison Markin