

Release Date: June 26, 2023

TOURISM PRINCE GEORGE LAUNCHES NEW PODCAST

PRINCE GEORGE – Tourism Prince George has joined the podcasting world.

Today, June 26, marks the launch of the Take on Prince George, a local podcast that brings listeners on a journey of Prince George's main attractions, things to do, tours to embark on and more.

“As a destination marketing organization, our role is to draw people into our city,” explains TPG CEO Colin Carson. “Our podcast is a way to give people an in depth look at what Prince George has to offer. We’ll be capturing audiences that are planning trips to northern BC, coming to Prince George for business or sport, and adventurers looking to get off the beaten path.”

The host of the show is Carson, who will be joined monthly by a community expert. Together they will explore topics like the best hiking spots, fun and challenging golf courses, and unique tours such as foraging—to name a few.

“Capturing Prince George through a tourism and hospitality lens in a podcast form is entirely new to us. We’re excited to take listeners on an adventure and give them a taste of the possibilities here,” added Carson. “The hope is that it will spark an interest to visit Prince George. Or, if they’re locals, to discover a new experience right in their own backyard.”

New episodes will be available on most major streaming platforms, airing the last Monday of every month.

Listen here: [The Take on Prince George Podcast](#)

-30-

For media inquiries please contact:

Kyla Graham | Specialist, Communications & Stakeholder Relations
Tourism Prince George
graham@tourismpg.com
250.649.3209