

Contact: Ken Odland

Box 487

CISE FM Travel Info Radio

Wolseley, SK S0G 5H0

Phone 306-698-2241

Email info@cise93fm.ca

Fax 306-698-2009

Web www.cise93fm.ca

**CISE 93.1 & 95.3 FM
TRAVEL INFO RADIO**

News Release

YourLink Inc and CISE FM Radio Team Up to Promote Saskatchewan Community Events.

'YourLink to the Community - Event Invitation' provides public service to non-profit organizations.

Saskatoon, Wolseley and Caron, SK: Two companies that value growth in Saskatchewan's rural economy have joined forces to support non-profit organizations in contributing to that growth.

"Whether a community supper or a provincial festival, the vast majority of our events in Saskatchewan are hosted by non-profit organizations to help fund projects that contribute to the quality of life within our communities. We see daily the social and economic benefits our non-profit and voluntary sector neighbours contribute to our communities. YourLink Inc. is pleased to be able to provide this public service with CISE FM for promotion of these events," said Quinton Eon, Marketing Manager of YourLink Inc.. YourLink Inc. is Saskatchewan's largest provider of high-speed wireless Internet solutions to rural and remote communities.

"I'd like to thank YourLink Inc. for their sponsorship of the 'YourLink to the Community - Event Invitation'. It means a great deal to the Regina Jazz Society as it affords us an opportunity to spread the word to a much greater audience about the jazz concerts we host in Regina. Most importantly, it will also inform those members of the traveling public who may want to stop in Regina and take in a great evening of jazz entertainment. The Regina Jazz Society greatly appreciates this opportunity to get the message out about our excellent jazz programming series that includes local bands to top of the line traveling jazz artists," commented Peter Champagne, President of the Regina Jazz Society.

"It is an honour for CISE FM to be able to work with a community-minded leader like YourLink Inc. in providing this public service. The non-profit and voluntary sector is a dynamic economic force in Canada accounting for 8.5 percent of the nation's gross domestic product (GDP) and employing 12 percent of Canada's economically active population. Saskatchewan has the highest volunteer participation rate (42%) across the country with an annual average contribution of 154 hours per volunteer," added Ken Odland, General Manager of Highway One Travelers Information Radio Ltd.. CISE provides travel, tourism and community information to highway one travelers on frequency 93.1 fm east of Regina and 95.3 fm west of Regina.

High frequency format

The 'YourLink to the Community - Event Invitation' on CISE FM is a public service available to any non-profit organization. Broadcast hourly between the Environment Canada Weather and the Road Conditions Report at 10 after each hour on Highway One Travel Info Radio east and west of Regina - the 'YourLink to the Community - Event Invitation' is a means for non-profit organizations to inform Trans Canada Highway travelers about their events through a personal invitation. To arrange for recording a 30-second invitation to your group's event, email info@cise93fm.ca with the event particulars and spokesperson's contact phone.

For follow-up, contact Ken Odland, Station Manager at 306-698-2241 or email info@cise93fm.ca. To learn more about YourLink Inc., visit www.yourlink.ca. To learn more about Highway One Travelers Information Radio Ltd., visit www.cise93fm.ca