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“Year of the Tour” Comes to a Successful End. Gregorash Aviation President Announces Call for More Aviation Industry Stories

Winnipeg, Manitoba – With the highly successful “Year of the Tour” campaign complete, Gregorash Aviation President Alvin Gregorash has announced a call for industry stories and technical information to be submitted by industry peers. Submitted information will be considered for publication in upcoming editions of TAKEoff and TECHtimes, Gregorash publications included on its web site at [www. www.gregorashaviation.com](http://www.gregorashaviation.com).

The publications were first introduced online in May of 2008 at the onset of the Year of the Tour, a three-city campaign that started in Winnipeg, stopped in Calgary and culminated in Alaska. Over 350 people attended the Alaska event, held during the Alaska State Trade Show and hosted by Aero Recip Alaska, a Gregorash Aviation company located in Anchorage.

The campaign wrapped up back in Winnipeg with two key events. At an open house event in Winnipeg, Canada Alvin’s wife Shirley Gregorash drew the lucky winner of the 42” HDTV. George Hungington, an AME with Air Canada gets to take home the TV to serve as George describes as “screen for my flight simulator.”

The second event was the release the newly re-vamped TAKEoff and TECHtimes. Aero Recip Canada has been publishing the newsletter for several years, but according to Alvin Gregorash, it was time to go online. “With so many of our customers shifting to the Internet to do business, we introduced TAKEoff online. We’ve published it on our web site in conjunction with the OZZ media network, the producer of our Video Stories.” Both publications and the video stories can be viewed at [www. www.gregorashaviation.com](http://www.gregorashaviation.com). Click on the NEWS link on the top of the page.

An average of 1000 unique visitors / month - from all over North America - have visited the site since first launching with the OZZ media network, while the company focused its effort on a total audience of just over 2500 piston engine owners in Western Canada and Alaska.

According to Gregorash, the success of the campaign can be attributed to its interactive approach. “We’re really serious about getting people involved. Interacting means we stay on top of what people want in aviation, and our customers learn the latest from each other.

“It’s all about the industry. We feature a customer’s story, and a second one that profiles the fun things people are doing when they’re not at work. Our news bite sections make all kinds of announcements. One guy told us about a book illustrating the history of aviation in Red Lake. Another guy told us about awards given to guys for years of dedication to the aviation industry.

“TAKEoff gives us the opportunity to share people’s accomplishments. TECHtimes gives us a place where guys can help others with technical information that makes their engine run more smoothly, and with more power.”

To arrange interviews, contact

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Also visit www.gregorashaviation.com