



Your Prosperity is Our Business  
Votre prospérité est notre affaire

## News Release

**For Immediate Release**

Media Contact: Shelley Munn  
506-458-5646

[shelley@tianb.com](mailto:shelley@tianb.com)

November 20, 2019

### **TIANB Partners with Bonshaw a division of Brunswick News Inc**

**Fredericton, NB – November 20, 2019.** - The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce a partnership with Bonshaw, a full-service digital marketing agency.

Bonshaw, a division of Brunswick News Inc., is a full-service digital marketing agency. They help businesses effectively and efficiently communicate their stories on all digital platforms, and offer specialized design, development, and marketing alongside their print media business. They proudly serve Atlantic Canada with local representatives in Bathurst, Campbellton, Edmundston, Fredericton, Grand Falls, Miramichi, Moncton, Richibucto, Sussex, and Woodstock.

“The request for partnering with a digital media company came directly from our members and we are so happy to be delivering once again,” said Carol Alderdice, President and CEO of TIANB. “Having such a partnership provides our tourism operators an affordable means of promoting their products, festivals, events, and experiences.”

Bonshaw will be at our TIANB Annual Summit in Moncton on November 27 and 28.

### **About the Tourism Industry Association of New Brunswick**

The tourism industry in New Brunswick supports over 38,000 employees and represents close to 9% of the province's labour force. Visitors spend roughly \$1.6 billion dollars in New Brunswick. Tourism contributes more than \$520 million annually to the provincial GDP. The tourism share of provincial GDP ranks with the combined share of agriculture, forestry and fishery in New Brunswick's economy.