

For Immediate release:

**HOL Publications launches *Kronicle* - Backcountry Snowboarding Magazine**

5/18/2011 - Backcountry snowboarding has arrived. And Height of Land Publications (HOL), publisher of *Alpinist*, *Backcountry* and *Telemark Skier* Magazines is pleased to announce the launch of *Kronicle*, a first-of-its-kind magazine dedicated exclusively to backcountry snowboarding.

Based out of Crested Butte, Colorado and Jeffersonville, Vermont, *Kronicle* will feature stories and images of the people, places and culture of backcountry riding: West, East and around the world. It will also cover the skills and gear riders need to travel farther, safer. Each issue brims with stoke and substance, packaged in a clean, aesthetic print format.

HOL has tapped Mike Horn, longtime *Backcountry Magazine* snowboard editor, as *Kronicle's* editor in chief. "The growth in backcountry snowboarding demanded that we launch *Kronicle*," C.B.-based Horn explains. "Splitboarding is going off, and more riders than ever are exploring backcountry terrain. *Kronicle* will highlight all the great things about riding bc, while building a knowledgebase and skill guide for having fun out there and coming back to ride another day. We look forward to working with some of the sharpest and most creative people in snowboarding to develop this content, and the publication as a whole."

Lisa Branner, co-owner of Venture Snowboards, says the timing is ripe for *Kronicle*: "Interest in backcountry riding is spreading like wildfire, and it's high time for a publication that caters to the needs of this audience—not only to educate newcomers but also to keep experienced backcountry riders stoked. Who better for the job than the folks at *Backcountry Magazine*? They've been dedicated to this core audience for years and have the track record, experience, and passion to do it right."

*Kronicle* goes live on newsstands this fall, and will grow to four times annual next year.

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