

PRESS RELEASE

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May 23, 2008

NEW "TV CHANNEL" DEDICATED TO THE SAN JUAN ISLANDS DEBUTS ONLINE

FRIDAY HARBOR, WA – The convergence of television, streaming video, and the Internet have come to the San Juan Islands in the form of a free, dedicated online "TV channel". Debuting last week, sanjuanislandsTV.com went live with video feature stories about such things as what to do and see, and where to sleep and eat on the islands, including a public service announcement about where to park when visiting the Town of Friday Harbor.

"We attended a Chamber Downtown Forum meeting where in-town parking was the topic, and what could be done to help alleviate some of the problems," recalls Lisa Mollica, co-owner and on camera host for sanjuanislandsTV.com. "So we offered to make a video on our channel to help educate visitors." Added to other videos watched thousands of times on their channel, YouTube, AOL Video, and other video sharing sites, they've gone one step further and are making the PSA video available for any island business or organization that wishes to post it to their web site.

Timing for an online TV channel is just right, according to Darren O'Brien, co-owner and producer. "When we first met with Deborah Hopkins of the San Juan Islands Visitors Bureau, she was very enthusiastic, saying 'this is just what we need!'" Hopkins had just returned from a two-day conference in Los Angeles on the technology of tourism promotion, and the buzz was all about video on the Internet. O'Brien, who also produces the national sailing TV show "Latitudes & Attitudes" from their studio here on San Juan Island, says it takes more than just video to get people's attention. "We've designed the channel to resemble a travel television show with broadcast production values and cross promotion. Each story has a beginning and ending, and is a stand alone piece that effectively showcases to visitors – and locals – something of interest here." To date, video features on restaurants, B&Bs, salons, and stores are on their site, with a slew of new features on the storyboard. According to Mollica, the enthusiastic response they have received thus far means they are going to be very busy shooting on all the islands over the next few months.

"We live here, so the majority of our initial stories are on San Juan Island. But we exist for all the islands, so we'll get a lot more content this summer from Orcas and Lopez." Indeed, Mollica relates they often times have to stress the plural "s" in sanjuanislandsTV.com. In fact, O'Brien reports they have partnered with the Visitors Bureau, the San Juan Island Chamber of Commerce, and Washington State Ferries to produce "Getting Here", a series of eight to ten videos on visiting the four ferry served islands. "We'll start on I-5, go through Anacortes, buy tickets, get in line, load onto the ferry, etc. All the way to driving off the ferry at each island, and how to get back on the ferry to go home."

As the channel is on the Internet, all videos are available for viewing 24/7. Anyone anywhere in the world can "tune in" at any time by going to <http://www.sanjuanislandstv.com>.

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