



DIVERSE TEAM OF ENTREPRENEURS LAUNCH MAGAZINE TO MAKE SOCIAL ACTION MORE ACCESSIBLE

VANCOUVER, BC - In mid-2020, five founders were brought together by their belief that the world can be a better place. In hopes of connecting people with real ways to participate in positive change, RIPPLE OF CHANGE Magazine was conceived and delivered in just under six months.

The December release of the magazine's first issue centres around a theme most can relate to - the experience of living through 2020. "The Year We Came Together" issue features 100 pages of narrative-driven articles and powerful frontline photography by a diverse range of global contributors. Each piece takes readers behind the scenes, inviting them into the stories of those on the ground, doing the work. The magazine then offers an accessible list of ways readers can choose to get involved, whether they have five minutes, five dollars, or five days.

"I am continually inspired by the people featured in the magazine, who are doing their part to make the world a safer, more equitable and more sustainable place," says Cicely Belle Blain, co-founder and editorial director, and recipient of Vancouver Magazine's Power 50, 2018 & 2020.

In a year where everything felt dark and overwhelming, the founders were committed to telling stories of hope and change, while offering clear, tangible suggestions for how to take action.

"I heard from friends who wanted to help with the big issues we're tackling, but don't know where to start. They feel overwhelmed just getting through the day-to-day of living in a pandemic," says Kate Bouchard, co-founder and marketing and brand director, "At RIPPLE OF CHANGE, we believe you can make a positive difference with even the smallest of actions."

The magazine is printed locally in Vancouver, on premium, 100% recycled paper and carbon-net neutral thanks to partners Hemlock Printing. Co-founder and creative director Whitney Larson shared, "When much of our media consumption is happening through electronic devices, flipping through a beautiful and inspiring magazine is the tangible experience many could use right now."

Vancouver-favourite Earnest Ice Cream was excited to jump on board as a sponsor. “We are dedicated to making more than ice cream - we also want to make a positive impact on the world. What the team is doing at RIPPLE OF CHANGE is exciting, and we are glad to be an official sponsor of their first issue,” says owner Erica Bernardi.

RIPPLE OF CHANGE is now available online at rippleofchangemag.com, and at select stockists for \$16 CAD/12 USD.

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