

Media group expands into North Bay, Muskoka

Metroland Media Group's Metroland Central division has been expanded this week to include the regions of Simcoe, Muskoka, Parry Sound and North Bay under the leadership of vice-president and regional publisher Ian Proudfoot.

The division, previously comprised of York Region Media Group and Toronto Community News, now reaches a readership of more than 900,000 homes on a weekly basis, stretching from the heart of the city in Toronto to North Bay in Ontario's Near North.

The expansion offers exciting new opportunities and relation-

ships for readers, clients, community partners and the more than 800 talented employees in Metroland Central, Mr. Proudfoot said.

Acknowledged as a passionate advocate of the newspaper industry, both print and online, Mr. Proudfoot now is publisher of more than 50 print and online products.

"Removing borders has created exceptional opportunities for our clients to extend their reach," Mr. Proudfoot said.

In announcing the expanded division, effective Oct. 1, Metroland president Ian Oliver paid tribute to retiring vice-president and Simcoe/

Muskoka regional publisher Joe Anderson.

"Joe's creativity, drive and strategic focus have made him a significant contributor to Metroland."

Mr. Proudfoot held management positions in sales and distribution in Mississauga and York Region prior to his appointment as York Region Media Group publisher 16 years ago.

Last summer, in acknowledgement of Mr. Proudfoot's "track record of success", Mr. Oliver appointed him regional publisher of the Toronto division under the newly created Metroland Central division banner.

Metroland's York Region, Toron-

to, Simcoe, Muskoka, Parry Sound and North Bay groups have a tradition of creating strong community partnerships and supporting non-profit organizations, through volunteering, donations and services.

Mr. Proudfoot's longtime commitment and outstanding contribution to community was recognized when he received a 2011 Ontario Medal for Good Citizenship.

He is quick to acknowledge the contributions and talents of his employees, adding, "I'm honoured to work with people who have true passion for their communities and what they do on a daily basis."



IAN PROUDFOOT: Publisher has headed the York Region Media Group for past 16 years.

'I'm honoured to work with people who have true passion for their communities and what they do on a daily basis.'

Ian Proudfoot

Metroland vice-president/regional publisher

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IN OUR COMMUNITY



L-R John Reid - General Manager, Markville Chevrolet, Phil Redshaw - Markham Fair President and Nick Zanzonico - Sales Advisor Markville Chevrolet

Markville Chevrolet had their largest display of vehicles ever at this year's Markham Fair and had more customers drop in as a result. It was a great opportunity for them to showcase the all new 2013 Chevrolet Malibu and the all new sub compact 2013 Chevrolet Spark as well. Once again the Chevrolet Volt was a big draw as well for the 70,000 people that attended the fair. Nick Zanzonico was thrilled to have met so many of his own customers. Markville Chev would like to thank Phil Redshaw and all the volunteers at the Fair for another great event. Look forward to next year's Fair.

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