

Press Release

FOR IMMEDIATE RELEASE

The TRU Student newspaper Omega is back in action

The Omega returns and celebrates its relaunch on April 10th with a special event

NEWS PROVIDED BY

The Omega

February 16, 2025, Kamloops, BC

The TRU student newspaper, The Omega, celebrates its relaunch on April 10th from 5 to 9 p.m. at Brown Family House of Learning, HL190. The event will showcase Omega's future vision and reflect its legacy and current role in the TRU and Kamloops communities.

The Omega, the official student newspaper of Thompson Rivers University, is set to relaunch with a special event on April 10th from 5 to 9 p.m. at Brown Family House of Learning, HL190. The Manager of The Omega, Sean Brady, and the Editor in Chief, Robert McAlaster, will be featuring the event to reflect on The Omega's legacy, current role, and vision for the future.

"The Omega previously caters to an older audience with focusing on the hard news, but currently, we aim to shift our focus towards the students and make our content more engaging. As a part of this change, we implemented a complete redesign of the Omega, and we have introduced new content categories." explained The Omega's editor-in-chief, Robert McAllister.

All the attendees can catch up with Daniel Wesley's live music and interactive booths, including the Photo Booth with Props, the DIY 3D Printing & Design booth and more. The Den will provide complimentary refreshments.

All TRU students, faculty, staff, and the Kamloops community are warmly invited to this special event to support Omega. The event highlights will stream live on the @theomegatrue Instagram page and be shared on Omega's official website.

For more information, please visit <https://theomega.news> or contact 236-597-1592.

About Omega: The Omega is Thompson Rivers University's independent student newspaper, covers the campus events, news, sports, arts and culture and more. The Omega aims to become the legacy at TRU that reflects the university's values.

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Distribution Plan

We plan to distribute the press release on different platforms for the Omega relaunch event on 10th April 2025 to ensure all the attendees, including TRU students, faculty, staff and the Kamloops community. The main goal is to plan a distribution plan to reach the maximum audience and make awareness among the community through local journalists and local media outlets such as local radio stations and local news stations. In addition, using the distribution plan helps choose the right audience to reach the relevant audience. For example, The image newspaper is more applicable to the TRU audience. Therefore, to enhance audience engagement, using TRU platforms such as newsletters, student emails, posters, banners, university bulletin boards, and campus social media platforms will be helpful. Additionally, we plan to reach out to the local Kamloops community and the city of Kamloops. Tourism Kamloops' social media platforms and billboards will increase the chances of event coverage. The few target media lists we plan to distribute our press release on are:

Name	Information
CFJC Today	460 Pemberton Terrace Kamloops, BC V2C 1T5 kamloops-newsroom@pattisonmedia.com (250) 372-3322
Castanet Kamloops	#102 - 635 Victoria Street Kamloops, B.C. V2C 2B3 tim@castanetkamloops.net 778-376-2151
Infotelnews.ca	Marshall Jones - Managing Editor 250-718-2724 E-Mail: mjones@infonews.ca

KamloopsBCNow	Email: News@KamloopsBCNow.com Telephone: 250-469-9626
Radio NL	Stingray Radio Inc. 611 Lansdowne Street, Kamloops, B.C. V2C 1Y6 info@radionl.com 250-372-2292
Campus Radio CFBX	The X – Campus & Community Radio serving Kamloops, BC https://thex.ca/
TRU Newsroom	micyoung@tru.ca 250-828-5361
The Omega	editor@theomega.news 236-597-1592
TRU official Instagram and Facebook sites	@thompsonriversu and https://www.facebook.com/share/18keVJntT9/?mibextid=wwXlfr
TRU Newsletter	Media relations and communications communications@tru.ca
TRUSU	info@trusu.ca 805 TRU Way Kamloops, BC V2C-0C8 250-828-5289
TRU Marketing and Communications	Senior Marketing Strategist cjohnson@tru.ca
TRU Alumni	Andy Do, Alumni Relations Manager ndo@tru.ca 250-828-5498
Tourism Kamloops Marketing Offices	D - 1420 Hugh Allan Drive Kamloops, BC, Canada V1S 1L8

	visitorcentre@tourismkamloops.com 1.250.372.8000
City of Kamloops	City Hall 7 Victoria Street West Kamloops, BC V2C 1A2 250-828-3311