

Media Kit & Information



EDITORIAL

Budget Adventure Travel

Money Saving Tips

Arts & Design

Social Commentary

About

The goal of my blog is to combine everyday money savings tips with design and travel. The niche is budget adventure travel with additional focus from the perspective of working Canadians and I also occasionally blog on social aspects.

Larkycanuck is my pseudonym for my social blogging profile. Larky means highly spirited and zestful. For those not from Canada, Canuck is a slang term for Canadian. Well that's me. That's every Canadian. That's you. That's all of us.

Published In:

THE
HUFFINGTON
POST

CALGARY
HERALD

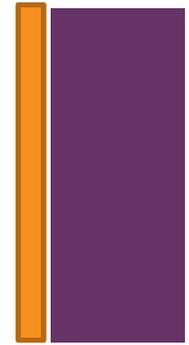
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+ Clients



Bushwacker Brewing Company
Conexion Spain
Chinook Country Tourism
Elkwater Lake Lodge and Resort
FlightNetwork

Northern Tales
Pivot Glenbow
Private Tours in Italy
Roseman Suites Calgary
Smithbilt Hats

+ Media Mentions

GETDOWN.ca YOUR DOWNTOWN CALGARY BLOG

17 MAY **Street Style Huntress: @Twitter**
REAGAN BARTHOLOMEW · 10:08AM PST




Sometimes you have the pleasure of meeting someone that you have an instant connection with and have much to chat about. What's most impressive and a bit bizarre is when that connection and friendship begins on Twitter.

Categories:
 Blogging (144)
 Business/Finance (134)
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 To search, type and hit enter

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Comments (0) Text Size: Open C, Sp. Print **f** SHARE **D**

Baby watch
 New moms take nearly 20 times more parental time off than new dads, according to StatsCan.

By Stefania Moretti | Online only, 30/07/12
 Tags: [BABY](#) [MOM](#) [ADVICE](#) [MONEY](#) [NOW](#)




- New Canadian mothers take 44 weeks of maternity leave from their jobs on average, according to new data. **Fathers on the other hand, are taking 2.4 weeks, Statistics Canada said. Got a baby on the way? Practice living on maternity pay while you're still pregnant, says celebrity budget guru Gail Vaz-Oxlade.**
- Talk about burning through money. Gross sales of gasoline rose to 42.1 billion litres last year—a 1.5% increase from 2010, Statistics Canada said Monday. That's despite an average 19.2% jump in the price of the pump over the year. **On a related note, special thanks to Calgary blogger known as Larry Casadek for sharing his "The truth behind car sharing services" story with us.**
- Here's a look at the most expensive Olympic tickets by event, courtesy of Canadian Business blogger Matt Landy.
- iShares Canada has launched a new suite of Minimum Volatility ETFs promising to give investors "access to the full broad market suite of minimum volatility ETFs, including Canada, U.S., developed international, global and emerging markets." [Learn more here.](#)

Subscribe now!
 1 year for just \$20 MoneySense Renovate portfolio

Tell us what you think
 Do you believe that the Canadian real estate market is currently experiencing a bubble?
 Yes, home prices are outpacing income at a rate that is unsustainable.
 No, but I do believe a market correction is inevitable.
 Absolutely not. The global market volatility as made real estate a great investment.
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Awkward Question: Tipping
Baby watch
 Comparing the costs of index funds and ETFs

metro

Tip o' the hat to Ecuador
July 2012
 02 December 2011, 10:40

Calgary's iconic white hat has been presented to people from all sides of the world's 7 continents as people plan to carry on when they head abroad a hat to the Amazon jungle.

After growing tired of the standard all-inclusive beach vacation, Air had began researching and finally decided on a trip to Ecuador to explore the Amazon and visit the indigenous people.

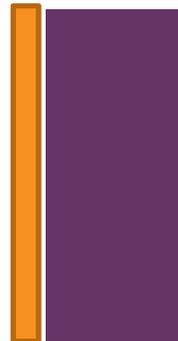
"After a while things start to feel the same, and it doesn't feel like you're experiencing a local culture," said the 34-year-old real estate appraiser.

Had plans to bring a white cowboy hat to exchange for learning about their culture. "I just wanted to involve something deeper with meeting local people," said [Had](#).

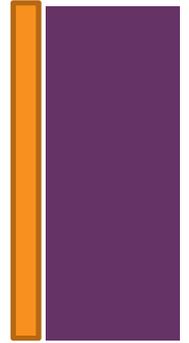
Metro-Calgary



Canadian Press for Metro
 Air had with a white hat, a tribute of Calgary's culture as plans to take the hat to Ecuador on Dec. 25.

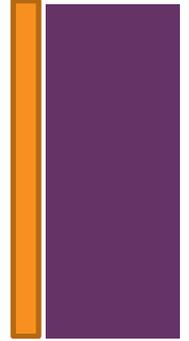


+ Recognition



“I’ve had the Mayor of Calgary share my stories which is a big thumbs up to my work.”

+ Testimonials



“Abi Paul is both professional and innovative. His detailed work combines beautiful imagery with inspiring words that truly define the experience. All expectations were met and we look forward to working with Abi in the future.”

- Candice Shires, **Gate 1 Travel - Marketing**
Fort Washington, PA 19034
www.gate1travel.com

“We really enjoyed having Abi, his wife, and their bunny Pepper tour our region of Southwest Alberta. I coordinated with Abi and sent them horseback riding on a family ranch, visiting rescued birds at the Alberta Birds of Prey Centre, dining at a unique Lethbridge restaurant, and staying at a cozy B&B. We were very pleased with the blogs that came out of this collaboration with Abi and would love to have more opportunities to show off our region in the future”.

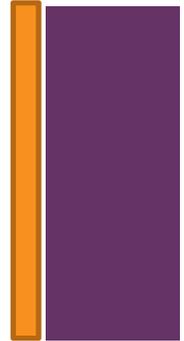
- Tawny Bertolozzi, Coordinator, Special Projects & Social Media
Chinook Country Tourist Association, Lethbridge, Alberta, Canada
www.exploresouthwestalberta.ca

“Hi Abi, wow - this is very impressive. Thank you for letting us know. Thank you, very much appreciated!”

- Seb, **Northern Tales Travel Services**, Whitehorse, YT, Canada
www.northerntales.ca

(IN RESPONSE TO MY EMAIL INDICATING MY YOUTUBE VIDEO COVERING THEIR ADVENTURE TRIP HAD REACHED OVER 94,000 HITS IN ONE YEAR)

+ Testimonials (con'td)



“As a PR professional working to promote downtown Las Vegas, I am always looking to raise awareness among travel writers and bloggers of all that the revitalized downtown area has to offer visitors. Having an app that makes it easy to connect with travel writers and bloggers who are interested in Las Vegas or working on articles about the resurgence of downtown communities would be a great asset.”

- Amy E.S. Maier, Sr. Account Executive, Public Relations
Faiss Foley Warren
Las Vegas, NV
www.ffwpr.com

(IN REFERENCE TO MY PROMOTIONAL CONTENT FOR DOWNTOWN LAS VEGAS AND THE RESULTING DISCUSSION ON DEVELOPMENT OF A PHONE BASED APP TO CONNECT PR PROFESSIONALS WITH TRAVEL BLOGGERS EASILY)

“Abi was a pleasure to work with! He’s a great writer and was able to offer his story in different languages which was an added bonus! As a tour company with numerous tourists from around the globe using our services, we appreciate that we can show some of our clients his story in their specific language.”

- Arlene Bordinhão, Public Relations & Social Media Manager
Sundance Helicopters, Inc.
Las Vegas, NV
-

““This one of my favorite features on the hotel thus far, great writing!”

- Whitley Donsereaux, Public Relations & Marketing Manager
- **HYATT REGENCY NEW ORLEANS**

+ The Numbers



2,800 Unique Monthly Visitors
3,500 Views Per Month



2,250+ engaged followers

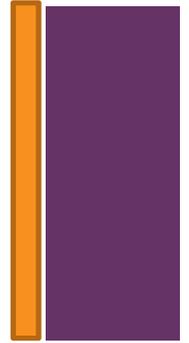


94,500+ views

The Northern Lights of Whitehorse, Yukon [VIDEO]



Klout Score - 50

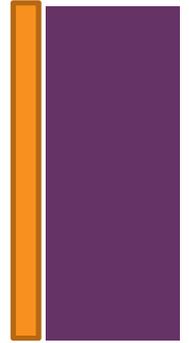


+ The Readers

Larkycanuck readers are seeking unique travel adventures on a budget and within the time constraints of work-life and vacation days.

3 Main characteristics of Larkycanuck Blog Readers:

- Canadian
- Working individuals
- In a relationship or with family





Background

Unlike most travel bloggers, who only travel and blog on travel, I am a working man with family. Like others, I like to travel with family and I also like to save money on things especially on travel, which led me to combine travel and money savings, my two big passions.

I love to travel with my family which includes our Lionshead bunny: Pepper. We've traveled with her to the Yukon, Regina, Ottawa, and the US border.

One new angle I'm researching that also aligns with my interest, is the social aspects of travel.

