



CULTURALLY MODIFIED

FOR IMMEDIATE RELEASE:

Online periodical celebrates culture in northern BC and beyond

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Culturally Modified, British Columbia's first-ever journal of cultural resource management, launched last week in northern BC.

Including articles about research in the field of cultural heritage as well as general-interest pieces for the average culturephile, this Smithers-based online publication celebrates not only regional culture, but how society is shaped by diversity the world over.

"This is the first publication, that we're aware of, that is exclusively covering topics of culture and cultural resource management in our region," publisher Rick Budhwa said. "We've heard over and over in our field that we need a platform to address the rapid changes taking place in cultural resource management. We responded to that need with *Culturally Modified*."

Budhwa is the principal of Crossroads CRM, a cultural resource management firm based in Smithers. Working with a variety of sectors, including government, academia and First Nations, Budhwa envisioned a publication that would inform and discuss issues of culture both locally and abroad.

He worked with editor Amanda Follett Hosgood, who has a combined background in journalism and intercultural communication, to create the publication. Contributors to the inaugural issue include university professors, world-renowned photographers and Indigenous elders.

"Rather than simply being a professional or academic publication, we wanted *Culturally Modified* to be accessible to anyone with an interest in culture," Follett Hosgood said. "By providing a multi-media platform, including audio and stunning images, and clean, compelling writing, we hope to attract readers from all walks of life."

Culturally Modified is a quarterly publication. Its first issue of is now available at www.culturallymodified.org. For more information, email info@culturallymodified.org or amanda@crossroadscrm.com, or call 250-877-3758.