



**FOR IMMEDIATE RELEASE**

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## **BISON ON THE LOOSE!**

### **D1 MEDIA GROUP CAPTURES NDSU BISON ENTHUSIASM IN NEW MAGAZINE TO BE LAUNCHED IN AUGUST**

**Fargo, ND (May 17, 2007)** - North Dakota State University athletics fans and the region will have something new to look forward to when D1 Media Group publishes the first issue of Bison Illustrated in August. Bison Illustrated is an entertaining and informative magazine that focuses on the event that is Bison athletics. The magazine will provide an independent, professional, positive, exciting and informative voice for the region.

Bison Illustrated is a full color magazine that will be published monthly from August to April. It will include coverage of all NDSU Men's and Women's Athletics (game previews, re-caps, scores and statistics). Content features will include articles about tradition, interviews with players and coaches, family sections, reader letters, tailgating highlights and special features about the aspirations, achievements, challenges and adventures of the individuals and teams who currently, and historically, make up Bison athletics.

Bison Illustrated is a free publication that will be available at many locations including banks, grocery stores, restaurants and the like throughout the region (North Dakota and Western Minnesota). Subscriptions will be available for those who wish to have it delivered directly.

Bison Illustrated has also **partnered with NDSU Team Makers** to provide a Team Makers section of the magazine. Furthermore, all Team Makers members will receive a subscription to Bison Illustrated which will replace the quarterly newsletter.

For more information visit Bison Illustrated at  
[www.bisonillustrated.com](http://www.bisonillustrated.com).

#### **D1 Media Group**

Based in Fargo, North Dakota, D1 Media Group is an innovative print and internet media company committed to bringing the businesses and individuals of the region together to realize the entire region's full potential.

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