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## Yorkshire Canary Club launches online mag

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OFFICIALS AT THE Yorkshire Canary Club (YCC) say its new online magazine not only promotes the club's activities, but also acts as a useful reference guide for the variety. The quarterly magazine, which will feature topical items at key times of the year, will be issued in January, April, July and November. Issue 1, which is available online now, focuses on the club's 2014 winter show and includes photographs and results of the winning birds. Each issue will include a profile of a YCC member and their achievements.

YCC handbook editor Brian Keenan said: "The high costs of colour printing are limiting the amount of information we can release each year, so we've looked at ways of improving our services and, at the same time, keeping control of costs. "The magazine is interactive with live links to pages on our website, or to club sponsors' sites as we grow. In addition, the whole magazine can be scaled on-screen to meet the needs of the reader and can be printed, so fanciers can build their own reference libraries over time."

The magazine is currently free to everyone, but a closed user-only group may be established for YCC members at a later date. Club chairman Barry Mills said the magazine is an innovative step forward for the YCC. He explained: "We can now respond to relevant news and events of the day concerning the fancy more frequently than in our annual handbook. "It will stimulate interest and provide an additional service to our website visitors at no extra cost to them or the club. We're in the early stages of development, but we'll adapt the magazine in response to members' and site visitors' feedback." Officials believe there are several benefits to the club in taking this online route.

Mr Keenan explained: "We can publish at nominal cost and correct errors and omissions, which are impossible to control with traditional printed matter. We'll be reaching a larger audience than with our traditional handbook, spreading the gospel of Yorkshire canaries worldwide." The first issue of the YCC magazine is available at: [www.yccuk.com](http://www.yccuk.com) For further information, email Brian Keenan at: [briank857@gmail.com](mailto:briank857@gmail.com)