

Destination BC to host Periscope live feed Halftime Shows during 2015 FIFA Women's World Cup

Vancouver—Starting June 12, Destination BC will launch an innovative Periscope halftime show series when the Women's World Cup match between Switzerland vs. Ecuador reaches intermission. Periscope is a live-streaming video app, and this series will be broadcast during the halftime of seven World Cup matches played in Vancouver. The video series will take viewers to various spots throughout the province, including Grouse Mountain, the Vancouver Aquarium, Sea to Sky Gondola, Fort Langley, Whistler, and False Creek.

Each live Periscope broadcast will be hosted by personalities from British Columbia and will feature remarkable attractions, tours and interviews with local experts. Jaeger Mah and Carly Walde, two well-known members of the Vancouver media, will host the broadcasts. Mah was the winner of the internationally acclaimed Live@YVR Contest and has produced [videos of his experience](#) living in Vancouver's airport for 80 days. Walde is a radio host for 102.7 The Peak FM and [frequently blogs](#) about British Columbia experiences for the station's website.

The broadcasts are intended to engage fans from around the world, including visitors who are in Canada for the Women's World Cup. Questions from viewers will be encouraged through the app, and will be answered by the show's hosts. To promote participation, Destination BC will tweet live links to the broadcasts on the organization's highly popular consumer facing [@HelloBC Twitter Account](#).

[Periscope](#) is one of the world's fastest-growing social media platforms and was purchased by Twitter in March 2015. The app, available free on both Apple and Android devices, allows users to live stream video through their mobile-device cameras. Between March-May 2015, more than 1.5 million Periscope streams were shared on Twitter.

How to Watch:

Download free Periscope app on a mobile device [Periscope](#) and follow the [@HelloBC](#) Twitter Account.

Keep an eye out for the live feed tweet from [@HelloBC](#) during the halftime of these Vancouver matches:

- June 12 (Switzerland vs. Ecuador) 4:00 pm game start – broadcasting from Grouse Mountain
- June 12 (Japan vs. Cameroon) 7:00 pm game start – broadcasting from Grouse Mountain
- June 16 (Nigeria vs. USA) 5:00 pm game start – broadcasting from the Sea to Sky Gondola
- June 21 (tbd) 4:30 pm game start– broadcasting from Fort Langley
- June 23 (tbd) 7:00 pm game start– broadcasting from False Creek
- June 27 (tbd) 4:30 pm game start– broadcasting from Whistler
- July 5 (tbd) 4:00 pm game start– broadcasting from the Vancouver Aquarium

About Destination BC:

Destination BC is an industry-led Crown corporation that works collaboratively with tourism stakeholders across the province to coordinate marketing at the international, provincial, regional and local levels. For more information about Destination BC's programs and services, please visit: <http://www.DestinationBC.ca/>

Media Contact:

Tel: 604.660.0424 Email: Media.Relations@DestinationBC.ca