

FOR IMMEDIATE RELEASE:

SCHOLASTIC CANADA CELEBRATES 60TH ANNIVERSARY WITH READING CHAMPIONS PROGRAM
AND NATIONAL READING REPORT

Scholastic Canada, the country's largest distributor of children's books in both official languages, turns 60 this year. To mark this milestone, the company has planned several initiatives to celebrate its books, authors and illustrators, and the generations of readers who have turned to Scholastic for affordable and entertaining books since the company was established in 1957.

This month Scholastic Canada launched the Scholastic Reading Champions program, a year-long campaign to find and recognize 60 Canadians who make a difference in children's literacy. Each month in 2017, five Reading Champions will be selected from the nominations received and a \$1,000 book donation will be sent to the school or literacy organization of the Reading Champion's choice. More information is available at www.scholastic.ca/readingchampions.

"We want to use this anniversary to recognize and thank those people who often work behind the scenes to make reading an important part of every child's life," says Nancy Pearson, Scholastic Canada's President, Marketing & Publishing. "The success of Scholastic Canada would not be possible without the wonderful partnerships we have: the educators, librarians, booksellers, authors, illustrators, volunteers, and parents who support us. Through them, children are introduced to the wonder of books, where they discover great stories and memorable characters, and develop a lifelong love of reading."

In May, Scholastic Canada will release results from its first Kids and Family Reading Report, a national bilingual survey which will explore the attitudes and behaviors of Canadian children and parents toward reading. July 1st is Canada's official 150th birthday and Scholastic Canada will salute this occasion with the publication of *I am Canada*, a picture book about Canadian childhood, featuring artwork from 13 of Canada's finest children's book illustrators. Beginning in November, the Toronto Reference Library's TD Gallery will showcase pieces from Scholastic Canada's extensive collection of original picture books.

Scholastic Canada is the proud publisher of some of Canada's bestselling children's book authors and illustrators, such as Robert Munsch, Barbara Reid, Gordon Korman, and many more. The company also distributes books acquired through its parent company, Scholastic Inc., including *The Hunger Games* series, *Captain Underpants*, Raina Telgemeier's *Ghosts* and 2016's bestselling book, *Harry Potter and the Cursed Child: Parts One and Two*.

Established in 1957, Scholastic Canada makes quality books and eBooks, print and technology-based educational resources available to children through school-based book clubs and book fairs as well as retail and online stores, classrooms and libraries. Learn more at www.scholastic.ca.

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