

Canada: global citizen

Special 75th anniversary issue, world map and Canadian atlas

Canadian Geographic kicks off ambitious 75th year

CANADIAN GEOGRAPHIC launches its 75th anniversary year this fall, marking three-quarters of a century of progress from a tiny academic journal to one of Canada's best known media organizations. Three stunning new publications have been published in celebration of the event: a special, 180-page 75th anniversary issue of *Canadian Geographic* magazine with the timely theme Canada: Global Citizen; a giant double-sided wall map of the world, included with every copy of the magazine; and *The Canadian Atlas*, an oversize 192-page hardcover book providing a current and comprehensive portrait of Canada. These new publications exemplify an organization that, while rooted in the past, is relentlessly future oriented, renowned for dozens of TV documentaries, a hugely successful children's TV series, innovative and constantly expanding websites, books, maps, a worldwide Canadiana merchandise business and, of course, *Canadian Geographic*, with more than four million readers every issue, Canada's best-read full-size general interest magazine.

The anniversary issue

THE CENTREPIECE of the 75th anniversary year is a special issue of the magazine, available on newsstands November 1. Its theme reflects our changing times.

Recent significant global events have triggered a broadening interest among Canadians in international affairs and many are seeking a better understanding of our multifaceted role in the world. In the issue, writer and world traveller Pico Iyer offers an internationalist's view on Canada's global reputation. Also in the issue:

- A 15-page photo portfolio featuring the best of Canada's international photojournalists;
- Madelaine Drohan on the Democratic Republic of the Congo, one of the most dangerous countries in Africa, and why Canadian mining companies are investing there;
- Photographer Lana Slezic and journalist Hamida Ghafour on Canada's military mission to Afghanistan;
- Michel Arseneault's profile of a Quebec anthropologist who teaches Inuktitut in Paris;
- Celeste Mackenzie's travels with seasonal farm workers from the highlands of Guatemala to Quebec;
- Charles Foran's story of the Diouf brothers, musicians from Senegal who now live in Montréal, where they are making rich new music that is both Senegalese and Canadian;
- Columns by writers Elizabeth Hay, Audrey Thomas, Lake Sagaris, Peter Oliva and Isabel Huggan, who recount their experiences living abroad and what they revealed about our collective personality.

CANADIAN
Geographic



The new map of the world

CANADA AND THE WORLD is a two-sided wall map featuring the latest country borders and the international standardized forms of city names now being promoted by the United Nations. The official name for Cairo, Egypt's capital, for example, is El Qâhira. The map also highlights the activities of Canadian organizations, companies, scientists and artists active all over the world. On the second side, produced in collaboration with the Canadian International Development Agency, the latest education, health and wealth indicators for every country are presented. The map is also available in French. It will be included in the November 15 issue of the newsmagazine *L'actualité*. Copies of the English and French versions will be mailed free of charge to some 15,500 schools across Canada.

The new atlas

THE CANADIAN ATLAS was produced in partnership with Reader's Digest Canada and published in English and French editions. The 192-page atlas depicts every corner of Canada in 42 detailed reference maps and lists more than 32,000 place names in its gazetteer. But it is more than a compilation of maps — it is also an unprecedented compendium of information about Canada today. It starts with a 38-page thematic section describing Canada's geography and how we inhabit the land. The six major ecozones are illustrated with maps, photographs, satellite images, charts and tables. Unlike previous publications, the new atlas is built around an "Earth-first ethos," says John Thomson, CEO and publisher of *Canadian Geographic*. "It is driven by the assumption that planetary health is of overarching value."

Since 80 percent of Canadians now live in cities, the atlas also explores subjects that are critical to urbanites and includes street maps of the largest metropolitan areas and all provincial and territorial capitals. It examines the changing makeup of Canada's population, in which immigrants and First Nations peoples play increasingly vital roles, and casts a forward glance at what the future may hold for the country in 2050.

The Royal Canadian Geographical Society

FOUNDED IN 1929, The Royal Canadian Geographical Society has become Canada's most trusted source for geographic information. With more than 220,000 members, the non-profit Society is dedicated to broadening public knowledge of geography through research and educational programs. It publishes the award-winning *Canadian Geographic* and *géographica* magazines. Other programs include a popular lecture series featuring today's boldest explorers, grants for research and expeditions, and Canada's largest student geography competition.

Canadian Geographic Enterprises

THE FIRST ISSUE of *Canadian Geographic* was published in the spring of 1930. Today, the title represents much more than a magazine. Canadian Geographic products and programs range from nature documentaries to a children's television series; an interactive website with games and mapmaking features; a merchandise division offering readers everything from binoculars to specialty food and clothing; guidebooks to the Trans Canada Trail; travel and adventure supplements included with the magazine twice a year; an annual photo contest; and the Canadian Environment Awards. Directions to all of these products and programs can be located at our main website, www.canadiangeographic.ca.

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To order any of these products, CONTACT:

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