

For Immediate Release

84 year-old Beaver gives birth!

-- And it's about time! No. Really, it is. --

November 16, 2004, WINNIPEG – Canada's National History Society today announced the launch of **Kayak: Canada's History Magazine for Kids**. The magazine raises the bar for children's 'infotainment' and presents Canada's stories in an entirely unexpected way. A sneak peek at **Kayak #1** can be found at **KayakMag.ca**. Print-quality photos of the magazine cover and sample page spreads are available for download at: www.hooplacomunications.com/kclub Elementary schools across Canada receive *Kayak* this week and the December issue of the History Society's flagship magazine, **The Beaver**, includes *Kayak* free of charge.

"For over 80 years the History Society and the Hudson's Bay Company have been telling Canada's stories to adult readers through *The Beaver*," said Deborah Morrison, president and CEO of the History Society and publisher of the new magazine. "Both our readers and the teachers we've come to know through the Governor General's Awards for Excellence in Teaching History have encouraged us help our kids explore Canada's past in a way that is fun, slightly irreverent, but always informative."

The premiere issue of *Kayak* features:

- an original story by well-known children's writer Paul Yee
- heavy use of unique illustrations and a five-page comic developed by Kagan McLeod
- original writing by Canadian historians Charlotte Gray and John Houston
- games, jokes, contests and quizzes focused on all aspects of Canadian life, including geography, arts, sports, innovation, contemporary culture and personalities

"We've put a lot of effort into creating a product that really speaks to kids in the media styles and genres they're growing up with," said Aron Slipacoff, Editor. "It's not a traditional magazine, and it's not a comic book – it's totally different than anything else out there. We hope kids will embrace it as something uniquely their own."

First year subscriptions to the English version of *Kayak* are \$21.95 plus applicable taxes, and include six issues in 2005 plus annual membership in the K-Club, a kid-centred benefits program at Canada's National History Society. Pre-launch orders can be placed online or by calling 1.800.816.6777. Orders received by November 30 include a delivery guarantee for December 25.

A French edition of *Kayak* will also be launched in partnership with **Publications BLD**, publisher of *Les Débrouillards*, a popular science magazine for children. ***Kayak: Navigue dans l'histoire du Canada*** will be published 4 times a year and distributed exclusively with **Les Explorateurs**.

Editorial development of *Kayak* would not have been possible without the financial support of the **Department of Canadian Heritage: Canadian Studies Program, Historica Foundation of Canada, Transcontinental Publishing** and the **George Weston Foundation**. The **TD Bank Financial Group** has also provided financial assistance required to support delivery of complimentary subscriptions to elementary schools across Canada for the first year of publication.

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