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News Release

Attention News/Assignment Editors:

For Immediate Release

83-year-old Beaver gets a face lift

-- Revamp for storied magazine has history looking younger; offers snappier, bite-sized portions of Canadiana --

WINNIPEG, November 20, 2003 – Canada's National History Society, publisher of *The Beaver* magazine, today unveiled a new look for its renowned publication, which hits newsstands December 1st. The new design moves the magazine to 60 pages, and includes five new departments, a new typeface, a logo treatment, and more colour. *The Beaver* has 50,000 subscribers and is the second-oldest continuously published magazine in Canada.

"Our magazine readers are different today than they were 10, even 5 years ago, partly because of changes in the media and how information is delivered, but even more so because of an increased societal interest in defining ourselves as Canadians " explained Deborah Morrison, president and CEO of the History Society. "They've told us they are not only seeking the grand narrative story of Canada – but a broader range of individual stories and perspectives that have shaped that history. They've also expressed a greater deep interest in exploring the presence of that past in our society today."

Five new regular departments make their debut as part of the redesigned December issue :

Living History

Living History profiles people whose vocations, or avocations, involve them in history on a daily basis. The premiere installment tells about Cuyler Page, a British Columbia architect who restored and operates an Okanagan grist mill dating back to 1877.

Paper Trail

Paper Trail offers a glimpse at fascinating documents from Canada's rich archives. In the December issue, readers will have a peek at a depression-era Christmas card of George William Allen K.C., a prominent business leader in Winnipeg.

Oldways

Oldways looks at how people worked and played in the days of greater self-reliance, and features recipes, home remedies, gardening tips, and other forgotten aptitudes.

Getaway

Getaway deals with great travel destinations and features history-linked attractions, be they in the backyard or across the country.

YourStory

YourStory is a forum for first-hand accounts of important events and characters in Canadian history. Many readers of *The Beaver* have been witness to historical events, and often write in to share first-hand accounts and photographs.

The Beaver's signature feature articles and book reviews will continue to offer a full range of Canadian history in the new format. Among the six features in the new issue, *The Beaver* explores the lucrative partnership between the Iroquois, French, and Chinese, in an article that exposes how, in 1750, Canada brought Korea's 1,000-year ginseng monopoly in China to its knees. There is also an excerpt from Craig Heron's new book on *Booze in Canada* that recounts the role that alcohol played as medicine, tonic, and stimulant to early Canadians.

"As part of the re-design of the magazine, there will be a new typeface designed for maximum readability, additional colour pages, and some fine-tuning of our *Beaver* logo and departmental titling," *The Beaver's* Editor, Annalee Greenberg explained. "It's all part of our ongoing dialogue with readers."

A brief history of the evolution of *The Beaver* can be found at TheBeaver.ca

About Canada's National History Society

Based in Winnipeg, Canada's National History Society celebrates its 10th anniversary in 2004 as a charitable organization devoted to popularizing Canadian history through its publishing and award recognition programs. In addition to publishing *The Beaver* magazine, History Society activities include the Pierre Berton Award, and the Governor General's Awards for Excellence in Teaching Canadian History.

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Journalists interested in receiving an advance copy of the new edition of *The Beaver* for review are requested to contact the Society as indicated below:

For more information, please contact:

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