

CANADA'S HISTORY

Extra, Extra, Read All About It!

Canada's Storied Magazine Makes History with New Vision, New Identity

(Winnipeg, Manitoba – January 11, 2010) – *The Beaver: Canada's History Magazine* will be changing its name to ***Canada's History*** as part of a revisioning and rebranding effort that will also include a relaunched online portal with a strong complement of multimedia features and activities.

Editor-in-Chief Mark Reid says the name change signals a clear direction for the future of the magazine — especially during a time of changing consumer climate — and will ensure the magazine's continued relevance in the 21st Century.

“We want to make it easier for history enthusiasts to find us, whether it's through any one of our print publications or online, and to connect them to the growing range of other public and educational programs Canada's History Society offers,” says Reid.

In an increasingly online and fast-paced world, more and more readers are getting information from the Internet. In response, *Canada's History* magazine will be complemented by a dynamic and engaging online portal featuring a wide range of interactive, online media tools, ranging from video blog entries from Editor-in-Chief Mark Reid, to audio podcasts with magazine authors, historians and other prominent Canadians. New social networking tools will provide visitors with plenty of opportunities to explore new research in history, to connect with schools and community initiatives, as well as to offer reviews and ratings on history-related books, websites, and travel destinations.

Deborah Morrison, President and CEO of Canada's History Society, says Canada's views about history are changing and the ways they choose to learn about history are also evolving. “Our research has shown that Canadians remain very interested in our history, but increasingly, they are looking to the web for their information — that trend is higher among younger Canadians under the age of 25 who registered surprisingly high among those Canadians with an active interest in learning more about Canada's history.” Morrison adds, “This rebranding will give Canada's History Society the tools to bring history to life for new audiences while at the same time providing even more opportunities to engage our loyal readers, teachers, and members of the history community.”

The inaugural issue of “***Canada's History***” magazine will be available on newsstands across Canada on April 1, 2010. The magazine has a steady subscriber base of 50,000 and an estimated total readership of more than 350,000 Canadians. Follow the evolution of “***Canada's History***” magazine online at www.HistorySociety.ca

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