

Promotional Reach of Reading and Remembrance 2010: Homeland Stories

Three organizations promoted Reading and Remembrance nationally: Ontario Power Generation with a news wire release, the Canadian Association of School Librarians with a feature article in its online journal and the President of the IODE in a message to all Canadian affiliates of the Imperial Order Daughters of the Empire.

Reading and Remembrance Founding Gold Sponsor, Ontario Power Generation and the lead sponsor the Ontario Historical Society promoted the project in all their affiliates across Ontario.

Additionally, the program was featured or mentioned in *ArtScene*, the newsletter of the PineRidge Arts Council and on websites as diverse as those of a Member of Canada's parliament, an arts organization, a public library and an international news aggregator. It was even mentioned as an external source on the Wikipedia reference for Remembrance Day.

- "Reading and Remembrance: Addressing curricular needs from September to June", Vol. 28, Number 3 of *SLiC*, the online journal for the Canadian Association of School Libraries goes to school librarians across Canada
- The online message from the President of the National IODE Chapter (Imperial Order Daughters of the Empire), Nov 2010, directed to all its affiliates in Canada, praises the work of Reading and Remembrance
- "WWII 'Homeland Stories' Capture the Imagination", CNW newswire Nov 2010 released across Canada by Ontario Power Generation
- "WWII 'Homeland Stories' Capture the Imagination" on *Silobreaker*, a site that aggregates content from tens of thousands of news sources from around the world
- "Reading and Remembrance 2010: Homeland Stories" the Oct 2010 lead story in *OHS Bulletin*, the newsletter of the Ontario Historical Society that goes to all affiliates throughout Ontario

Other websites:

Ontario Heritage Fairs Association, PineRidge Arts Council, Mark Holland M.P., Hamilton-Wentworth District School Board, Durham West Arts Centre, Canadian Women in Film, "Mary Pickford" for Women's History, Pickering Public Library, Angie Littlefield: curator/writer