



Promotional Reach of Reading and Remembrance 2009

Ontario Power Generation, the founding and supporting sponsor of *Reading and Remembrance*, promoted the project through its affiliates. With the newswire Press Release that OPG sponsored and through the support of partners, the promotional reach of *Reading and Remembrance 2009* was astounding. To say that 300,000 people in Ontario, across Canada and in the U.S. became aware of this project in 2009 is a conservative number.

Especially noteworthy is that due to the focus on Native Canadians and Inuit lessons and support of the office of Mark Holland M.P. for the translation of all 10 lessons into French, the project reached Canada's premier national aboriginal newswire and Telbec a major bilingual news distributor.

Below is a summary of the promotional reach of the 2009 project.

- Feature article in Vol. 27, Issue 3 of SLIC, [School Libraries in Canada](#), the online journal of the Canadian Association of School Libraries. This organization which has published three editions annually since 1980, receives 57,512 visitors and has 400,000 pages viewed on their site.
- On www.canadianbusiness.com -news, opinion, and community for [business leaders](#), [entrepreneurs and investors](#)
- On www.nationtalk.ca Canada's premier national [aboriginal](#) newswire ...
- On www.telbec.com, part of Groupe CNW which provides [bilingual](#) services across Canada. "Groupe CNW est le principal fournisseur de services de diffusion de communiqués au Canada offrant un service bilingue et pouvant compter sur un vaste réseau en mesure de joindre les principaux médias et marchés à l'échelle local, nationale, et international.
- On www.reportonbusiness.com and www.globeinvestor.com, Globe and Mail news services
- Featured on Coutts Canadian-Flavoured Education News on Oct 16, 2009, a university of Alberta blog page that highlights current information, issues, news, trends and research relevant to the [Canadian Education community](#)
- On website "Outside News: Instruction and School Services" a news aggregator which gathers and disseminates news and information from the Canadian Education Association, Coutts Canadian Education News, Edutopia and Education Canada
- On website GEC Computers in the Classroom: Remembrance Day Resources
- On www.theclaw.ca Canadore College's online newspaper prepared by [journalism students](#)
- On www.picnet.org and sent by them to LISTSERVE for [public libraries](#) across Ontario
- In Ontario Historical Society *Bulletin* which goes to all [OHS affiliates](#) across the province of Ontario
- In *Artscene* the arts newsletter that serves the [arts community](#) in Durham Region and beyond
- On website www.northumberlandtoday.com weekly update

- External link on Wikipedia article for “Silver Cross Mother”
- On front page of www.westvirginia.watchdog.org for Nov. 11, 2009
- On the websites of the Durham West Arts Centre, Mary Cook, Ennio Paola and Angie Littlefield

Thanks to OPG and other supporters, *Canada’s Reading and Remembrance* has become visibly identified with reading, veterans and diversity.