



News Release

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The Canadian Atlas
Our Nation, Environment and People

Innovative atlas presents a fresh view of Canada

With a common tradition of editorial excellence and cartographic expertise, Canadian Geographic and Reader's Digest Canada have joined forces to produce the first comprehensive all-Canadian atlas of the new century. Commemorating the 75th anniversary of The Royal Canadian Geographical Society, *The Canadian Atlas: Our Nation, Environment and People* is being published this month in English and French editions.

The 192-page atlas depicts every corner of Canada in 42 detailed reference maps and lists more than 32,000 place names in its gazetteer. But it is more than a compilation of maps — it is also an unprecedented compendium of information about Canada today. *The Canadian Atlas* starts with a 38-page thematic section describing Canada's geography and how we inhabit the land. The six major ecozones are illustrated with maps, photographs, satellite images, charts and tables. Unlike previous publications, the new atlas is built around an "Earth-first ethos," says John Thomson, CEO and publisher of Canadian Geographic. "It is driven by the assumption that planetary health is of overarching value."

Since 80 percent of Canadians now live in cities, the atlas also explores subjects that are critical to urbanites and includes street maps of the largest metropolitan areas and all provincial and territorial capitals. It also examines the changing makeup of Canada's population, in which immigrants and First Nations peoples play increasingly vital roles, and casts a forward glance at what the future may hold for the country in 2050. "Overall, our atlas aims for a fresh, vivid and wide-ranging view of all things that make Canada such an amazing, dynamic nation," says Andrew Byers, the project's managing editor at Reader's Digest Canada.

Produced by the staff of Reader's Digest Canada, with the assistance of Canadian Geographic and its editorial advisory committee of geographers and other leading experts, this atlas is an invaluable, one-of-a-kind reference and will be a source of endless fascination to readers of all ages.

An online edition of *The Canadian Atlas*, expanding on the content of the printed atlas and including fully searchable and scalable versions of all the reference maps, is also in development.

The Canadian Atlas sells for \$69.95 and is available directly from Canadian Geographic and Reader's Digest Canada. In November 2004, a bookstore edition will be released by Douglas & McIntyre, which also contributed to the development of *The Canadian Atlas*. Customized corporate gift editions are also available from Canadian Geographic.

The Canadian Atlas: Our Nation, Environment and People
Published by Canadian Geographic and Reader's Digest Canada
192 pp., 26.3 cm x 35.6 cm
\$69.95 hardcover

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