

## FOR IMMEDIATE RELEASE

### Moose on the Loose!

Get a surprising look at Canada's elusive ungulate: the mighty moose. Expanding on *Canadian Geographic's* July/August 2006 story, "Moose mystery," CG In-depth tracks down more of the unknown on *Alces alces*, such as its phenomenal branding power, expatriate status and ghost-like presence in Canada's forests—we even take a trip into the world of cryptozoology. Investigate further at: [www.canadiangeographic.ca/moose](http://www.canadiangeographic.ca/moose)

#### NICE RACK

For centuries, Canadian businesses have turned to the same iconic advertising figure to sell all manner of product. Long of leg, with a nice rack, this brown-haired natural beauty has shilled everything from beer to baked goods. It is, of course, the moose. What gives *Alces alces* such selling power? Like all models, will this leggy icon have to move over for a younger version? Phil Otto, president and CEO of Image Design, doesn't think so: "The moose is all about that husky Canadian wilderness. It is truly a Canadian icon." Join writer Katie Wallace as she explores the social branding power of this surprisingly attractive mammal from business' first appearance in these lands to our modern cultural mosaic.

#### MOOSE TRACKS

"The moose is reputed to be one of the more elusive creatures to track – apart from locating hoof prints or scavenging for stray antlers, determining whether the surprisingly stealthy ungulate has been present in an area can be tricky business," writes Rathiha Egbert. Follow the trail Egbert traces to discover how best to track a moose and learn the effects the largest member of the deer family has on its environment. Also, get the details on Trent University's southern moose study.

#### PLUS

Learn how to call in a moose, get the who, what, where, when and why on *Alces*, read stories about Bigfoot, "Caddy" and Ogopogo and browse through a "moose-read" book list. Also, see the *CG* map "Canada's moose in New Zealand?", get quizzes, games and resources.

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#### KEEPERS OF THE CRYPT

From Sasquatchs and Yeti, to the Loch Ness Monster and the wide variety of birds, reptiles and cat-like or bear-like animals that people claim are out there, cryptozoologists take on the challenge of bringing science together with the unknown, and work tirelessly to obtain solid, irrefutable evidence of these alleged species. "Having had at least six personal experiences," says cryptozoologist Arlene Gael, "left no doubt in my mind that we were indeed dealing with an unidentified animal." Join Jackie Wallace as she speaks with the people on the front line and explores the mysterious world of cryptozoology in Canada.

#### CANADIAN EXPATS

They may be cute and fuzzy but this collection of prisoners-of-war, hostile fugitives, guerrilla soldiers and vanishing magicians are cited on many countries' most wanted lists. They are some of Canada's wildlife expatriates, animals that for different reasons were brought to other countries and have either flourished or diminished. From New Zealand's moose to Germany's racoons, writer Asha Jhamandas fills us in on the who's who in the hinterlands abroad. Also, find out why the introduction of moose in Newfoundland may have been a dangerous liaison.