



FOR IMMEDIATE RELEASE

Attention: Ontario, Alberta and Saskatchewan Lifestyle, Entertainment, Listing Editors

**INDIGO AND CHAPTERS STORES MAKE IDEAL FAMILY DAY DESTINATION**

*Books, Toys and Games Offer Inspiration and Affordable Entertainment for the Whole Family*

TORONTO - March 30, 2009 - Family Day will be observed on Monday, February 16<sup>th</sup>, 2009 and select [Indigo and Chapters](#) locations will remain open offering an affordable and inspiring entertainment option for families to mark the occasion together.

Under the Retail Business Holidays Act, many stores are required to close in recognition of Family Day as a designated holiday. Tourist destinations are exempt from the requisite closure. The following stores will be **open** for Family Day, where celebrated, offering an inspiring and interactive destination for the whole family:

- Indigo Toronto Eaton Centre, Toronto, ON
- Indigo Manulife Centre, Toronto, ON
- Indigo Circle & 8<sup>th</sup>, Saskatoon, SK
- Chapters Sunridge Spectrum Shopping Centre, Calgary, AB
- Chapters Shawnessy, Calgary, AB

In addition to books and movies, the expanded Kids department at several Indigo and Chapters stores offer a fun, interactive shopping destination dedicated to entertaining babies, toddlers, pre-school and school aged kids as well as their parents. New Indigo Kids departments have been designed to introduce products and encounters that encourage curiosity and invoke cognitive and creative skills, while providing an environment where adults can be engaged through the eyes of the children in their lives. Indigo Kids offers a world of imagination, creativity and excitement through its assortment of trusted, quality toys and books that will captivate kids and grown ups alike.

- To Read Together, choose old favourites from [Dr. Seuss](#) or Robert Munsch.
- To Watch Together, choose family friendly films like Mary Poppins or [Wall-E](#).
- To Play Together, choose [Scrabble](#) or Hasbro classics like *The Game of Life*.

# !ndigo

Books & Music Inc.

Family Day is a welcome break for families during the long, cold stretch from Christmas to Easter, and an outing to Indigo or Chapters is a wonderful tradition to feed every booklover's passion for [books and reading](#). Parents can save up to 40% off in-store Bestsellers, while kids' toys, [puzzles and games](#) offer inexpensive entertainment for families to enjoy together. From the valuable escape of reading bestselling fiction to the inspired learning of thought-provoking non-fiction Indigo has a vast range of ideas to entertain, inform and delight every member of the family.

## **About Indigo Books & Music Inc.**

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX:IDG). As the largest book retailer in the country, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Life; IndigoSpirit, Chapters, The World's Biggest Bookstore, and Coles. Chapters and Indigo are rated as the number one and number two retailers in Canada by the Kubas Major Market Retail Report, and have occupied the list since 2000.

In 2004, Indigo founded the Indigo Love of Reading Foundation, a registered charity that provides new books and education materials to high-needs Canadian elementary schools, to address the literacy crisis in Canada. Visit [loveofreading.org](http://loveofreading.org) for more information.

To learn more about Indigo, please visit the About Our Company section of [www.chapters.indigo.ca](http://www.chapters.indigo.ca).

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