



## INDIGO CELEBRATES CANADA BOOK DAY ON APRIL 23, 2016

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Toronto, ON (April 20, 2016) – Indigo (TSX: IDG), Canada’s leading purveyor of books, gifts, toys, ideas and inspiration, invites Canadians from coast-to-coast to celebrate Canada Book Day on April 23<sup>rd</sup>, 2016.

"This day celebrates Canadians’ love of books and reading. At Indigo we appreciate books in all their forms, and believe in the power of stories to connect us," said Kirsten Chapman, EVP, Digital and Chief Marketing Officer at Indigo. "Whichever way Canadians choose to read, be it on their e-readers, their tablets, or with a physical book, we encourage everyone to pick up a book and read with us on April 23<sup>rd</sup>."

As part of Indigo’s Canada Book Day celebrations on Saturday, April 23<sup>rd</sup>, families can enjoy storytime and activities at 11:00am at select Chapters and Indigo stores across the country. Plus, from Thursday April 21<sup>st</sup> to Sunday April 24<sup>th</sup>, customers can enjoy up to \$10 worth of bonus plum<sup>®</sup> points as part of a special Read More, Get More promotion. When customers purchase three books, they will earn 3000 plum<sup>®</sup> points, when they purchase four books they will earn 4000 plum<sup>®</sup> points, and when they purchase five books they will earn 5000 plum<sup>®</sup> points<sup>1</sup>.

To help Canadians select their #CanadaBookDay read, Indigo’s experts are thrilled to share some of their favourite books below:

### **[The Nest](#) by Cynthia D'Aprix Sweeney**

"*The Nest* is more addictive than anything on Netflix right now. The antics of this dysfunctional upper-class New York family are infuriating yet somehow familiar. This is a must-read fiction debut." Heather Reisman, CEO and Chief Booklover

### **[The Hero's Walk](#) by Anita Rau Badami**

"*The Hero's Walk* is a beautiful story with huge emotional depth, and a strong reminder that great regret can be a bigger burden than great loss. Badami’s rich prose brings to life the sights, sounds and smells of India in the most unforgettable way." Krishna Nikhil, EVP, Print & Chief Strategy Officer

### **[Me Before You](#) by Jojo Moyes**

"*Me Before You* is the best commercial fiction I have read in years – maybe ever. Funny, honest, and unforgettable, this is the book you can confidently devote hours alone with, and then promptly share with your mother, sister, and best friend (and then see the movie together June 3<sup>rd</sup>!)." Kristi Reilly, Category Manager, Fiction

### **[The Illegal](#) by Lawrence Hill**

"No one writes characters quite like Lawrence Hill. You’ll learn their innermost joys and fears, their quirks, the rhythm of their hearts. *The Illegal* could not have come at a better time and is the perfect representation of the wonders we are capable of when we show love and compassion. A beautiful read!" Chelsey Catterall, Inventory Analyst, Fiction

### **[The Fireman](#) by Joe Hill**

# Indigo

"With his newest thriller *The Fireman*, author Joe Hill, son of prolific novelist Stephen King, proves a flair for writing runs in the family. Compelling characters, snappy dialogue, and a dystopian setting combine to mark the arrival of a major talent." Brandon Forsyth, Associate Category Manager, Fiction

## **[The Happiness Equation](#) by Neil Pasricha**

"Reading *The Happiness Equation* is like having Neil Pasricha as your personal happiness coach. His enthusiasm shines on every page. His easy, step-by-step approach is straightforward and to the point. This book is the perfect companion on your pursuit of happiness." Andrew Hughson, Category Director, Lifestyle

## **[When Breath Becomes Air](#) by Paul Kalanithi**

"Never preachy, always honest and direct, *When Breath Becomes Air* is a book that encourages the reader to always be present in their own life, and to have agency in how they chose to live it." Melanie Correia, Marketing Coordinator

## **[Eligible](#) by Curtis Sittenfeld**

"The Bennet sisters, they're just like us, in this up to the minute re-telling of Jane Austen's classic, *Pride and Prejudice*. Smart, funny, charming – reading *Eligible* is like catching up with a good, old friend and discovering you've both become better with age!" Rachel Law, Category Manager, Lifestyle

## **[Smarter Better Faster](#) by Charles Duhigg**

"A business book so readable it's almost not a business book! With stories about pilots, poker players, and Pixar, Charles Duhigg explains how to make everything smarter, faster, and better." Andrew Taubman, Category Manager, Non-Fiction

## **[Pax](#) by Sara Pennypacker**

"A boy, a fox, and a heartbreaking journey – Sara Pennypacker's novel is an instant children's classic, with beautiful illustrations by Canadian artist Jon Klassen." Hilary Scroggie Glover, Category Manager, Kids

## **ABOUT INDIGO BOOKS & MUSIC INC**

With books always at our heart and soul at Indigo we are about telling stories and creating experiences. Indigo is Canada's largest purveyor of ideas and inspiration to enrich your life, with books, specialty toys, gifts and lifestyle enhancing products that affordably offer intrinsic quality, beauty and timeless design. As the largest book and specialty retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; Indigospirit, Chapters, Coles and the online channel, [www.indigo.ca](http://www.indigo.ca).

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For media requests please contact:

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<sup>1</sup>Offer valid April 21-24, 2016 in-store (excluding kiosk orders) or at [indigo.ca](http://indigo.ca) on a single transaction purchasing 3 or more eligible in-stock books, before taxes and after discounts and plum points redemptions, using a valid plum rewards membership. Excludes ebooks. Maximum 5,000 bonus points per transaction. Not valid on previous purchases and cannot be combined with other plum points special offers. Please allow up to 1-2 weeks for bonus points to be applied to your account.