



## GET IT AT INDIGO: FOUR MAJOR CANADIAN TITLES TO HAVE SPECIAL SATURDAY RELEASE DATES

---

Toronto, ON (Aug 25, 2016) – Indigo (TSX: IDG), the world’s first cultural department store, is pleased to announce Saturday release dates of four major upcoming Canadian titles. This move breaks from the traditional publishing calendar, which sees books released typically on Tuesdays. Canadians can look forward to getting the following titles on special Saturday release dates at Indigo, Chapters, Coles and Indigospirit locations this fall: *Oh She Glows Every Day* by Angela Liddon, *The Darkest Dark* by Chris Hadfield, *99: Stories of the Game* by Wayne Gretzky and *Canada* by Mike Myers.

“We are always thinking about our customers and our ability to offer services that provide joy,” says Krishna Nikhil, EVP of Print and Strategy, Indigo. “Saturday releases are a big step forward and it’s a relatively simple idea. We know we are already a big part of people’s weekends, and Saturday is our busiest day of the week. This break from industry convention means we can provide our customers with the books they want most, when they really want them – on the weekend.”

Each of these hotly anticipated books is currently available for pre-order online at [indigo.ca](http://indigo.ca), and are also part of the [Indigo Ticket](#) program. Customers who pre-order these, and other, select books before their release dates will be automatically entered to win 1 of 10 prizes of 1,000,000 plum® points, plus a bonus prize that corresponds with each title. To get the book on its release date, customers can select the free ‘Ship to Store’ option during checkout on [indigo.ca](http://indigo.ca), and can then pick up directly in-store on its Saturday release date. To view all Indigo Ticket titles and complete contest rules, please visit <https://www.chapters.indigo.ca/en-ca/indigo-ticket/>.

### **SATURDAY RELEASES:**

#### **Releasing on Saturday, September 3<sup>rd</sup>, 2016: *Oh She Glows Every Day* by Angela Liddon**

Angela Liddon’s international bestseller, *Oh She Glows*, was named ‘Book of the Year’ by Indigo in 2014, marking the first time ever the first time a cookbook has received this designation. *Oh She Glows Every Day* is packed with amazingly simple and delicious plant-based recipes that will keep you glowing from the inside out - every day.

Filled with more than 100 family-friendly recipes that everyone will love, like Oh Em Gee Veggie Burgers, Fusilli Lentil-Mushroom Bolognese, Apple Pie Overnight Oats, Mocha Empower Glo Bars, and the Ultimate Flourless Brownies, *Oh She Glows Every Day* also includes easy-to-make homemade staples; useful information on essential pantry ingredients; tips on making recipes kid-, allergy-, and freezer-friendly; and so much more. Pick this book up on Saturday, September 3<sup>rd</sup> and spend your weekend preparing plant-based culinary treats for the whole family.

*Indigo Ticket Prize: Pre-order today and be automatically entered for a chance to win a basket of Angela Liddon’s favourite things.*

#### **Releasing on Saturday, September 10th, 2016: *The Darkest Dark* by Chris Hadfield**

# Indigo

The first children's book by beloved Canadian astronaut, Col. Chris Hadfield, and a Heather's Pick, this tale will encourage big dreams from a man who knows about reaching for the moon. Inspired by the childhood of real-life astronaut Chris Hadfield and brought to life by Terry and Eric Fan's lush, evocative illustrations, *The Darkest Dark* will inspire readers of all ages to achieve the impossible.

The story centres on Chris, a little boy who loves rockets and planets and pretending he's a brave astronaut, exploring the universe. Only, there's one little problem -- at night, Chris doesn't feel so brave. He's afraid of the dark. But when he watches the ground-breaking moon landing on TV, he realizes that space is the darkest dark there is -- and the dark is beautiful and exciting, especially when you have big dreams to keep you company.

*Indigo Ticket Prize: Pre-order today and be automatically entered for a chance to win a personal meet & greet with Chris Hadfield.*

## **Releasing on Saturday, October 15<sup>th</sup>, 2016: *99: Stories of the Game* by Wayne Gretzky**

First he rewrote the record book. Now, to mark the NHL's 99th anniversary, Wayne Gretzky has written the story of our game. *99: Stories of the Game* celebrates the accomplishments of one of Canada's great sportsmen.

For the first time ever, Gretzky will tell us about the NHL's great moments from his point of view. We will meet the people who inspired motivated him. We'll read the stories of the players who ignited his imagination, just as Gretzky himself inspired the dreams of so many young players and fans. Written with all the insight of someone who knows what it feels like when your lungs burn at the end of a long shift, and the pain of bruises at the end of a long playoff series, who knows what it feels like to fall short against a bitter rival, and also the incomparable feeling of lifting the Stanley Cup over your head, *99: Stories of the Game* doesn't just tell the history of the NHL's 99 years. It relives them.

*Indigo Ticket Prize: Pre-order today and be automatically entered for a chance to win a Wayne Gretzky signed and personalized hockey stick.*

## **Releasing on Saturday, October 22<sup>nd</sup>, 2016: *Canada* by Mike Myers**

Mike Myers is a world-renowned actor, director and writer, and the man behind some of the most memorable comic characters of our time. But as he says, "No description of me is truly complete without saying I'm a Canadian." He has often winked and nodded to Canada in his outrageously accomplished body of work, but now he turns the spotlight full-beam on his homeland.

His hilarious and heartfelt new book is part memoir, part history and pure entertainment. It is Mike Myers' funny and thoughtful analysis of what makes Canada Canada, Canadians Canadian and what being Canadian has always meant to him. His relationship with his home and native land continues to deepen and grow, he says. In fact, American friends have actually accused him of enjoying being Canadian—and he's happy to plead guilty as charged.

*Indigo Ticket Prize: Pre-order today and be automatically entered for a chance to win a personalized message & signed hockey jersey from Mike Myers.*



For more information please contact:

Kate Gregory  
Manager, Public Relations  
Indigo  
[kgregory@indigo.ca](mailto:kgregory@indigo.ca)