



INDIGO TO CELEBRATE CANADA BOOK DAY ON APRIL 23, 2017

TORONTO, ON (April 21, 2017) – Indigo (TSX: IDG), Canada's leading purveyor of books, gifts, toys, ideas and inspiration, is delighted to celebrate Canada Book Day with readers across the country on April 23rd, 2017. As a proudly Canadian company, Indigo invites Canadians to mark the day and #ReadtheNorth with in-store events and more.

“As a proud Canadian company, we’re thrilled to celebrate Canada Book Day on April 23rd. Canada is home to some of the world’s best writing talent, and it should come as no surprise that we are passionate readers, too,” said Kirsten Chapman, Indigo’s CMO & EVP, Digital. “With 50 million print books sold in Canada in the last year alone – more than 95 books each and every minute – it’s clear that literature connects us.¹ Canada Book Day provides us with a unique opportunity to come together in celebration of books and authors, and we look forward to welcoming booklovers across the country to share in the fun this weekend at their local Indigo store.”

Canadians are invited celebrate Canada Book Day by selecting a new read from Indigo’s list of Canada Book Day titles; taking part in a free in-store family event; and sharing their love of Canadian literature with friends on social media, using the hashtag #ReadtheNorth.

Canada Book Day titles

From Canadian classics to new and hot releases, these are titles Indigo’s experts recommend this Canada Book Day. Readers big and small with every kind of interest can find a great Canadian book they’ll love this summer:

- **[The Handmaid’s Tale](#) by Margaret Atwood.** Soon to be a 10-episode TV series, Margaret Atwood’s *The Handmaid’s Tale* is a world-renowned work of dystopian fiction. Atwood takes the reader to an imagined future where women’s bodies are not their own. At once scathing satire and dire warning, *The Handmaid’s Tale* is equal parts dark, unexpected, and ultimately – convincing.
- **[How to Be a Bawse](#) by Lilly Singh.** From the 2017 People's Choice Award winner for Favorite YouTube Star comes the definitive guide to being a “bawse:” a person who exudes confidence, hustles relentlessly and smiles genuinely because he or she has fought through it all and made it out the other side. Hilarious, insightful and inspirational, Lilly’s guide to conquering life is a must-read for teens and young adults with big dreams.
- **[The Break](#) by Katherena Vermette.** A Canada Reads 2017 finalist, Vermette’s *The Break* begins as Stella, a young Metis mother, looks out of her window and spots someone in trouble on the Break – a barren field on an isolated strip of land outside her home – she calls the police to alert them of a possible crime. Told through a series of shifting narratives, Vermette takes the reader on a harrowing journey through Winnipeg’s North End. This powerful intergenerational family saga showcases Vermette’s abundant writing talent, and the strength and resilience of women who support one another.
- **[When You Find Out the World is Against You](#) by Kelly Oxford.** The #1 Canadian and *New York Times* bestselling author Kelly Oxford is back with a new collection of biting, wise, and laugh-out-loud essays,

sharing Oxford's razor-sharp perspective on modern life. Named one of the Funniest People on Twitter by Rolling Stone, Oxford confronts 'awful moments' with comedic skill and disarming honesty.

- Upcoming Event: Join bestselling author Kelly Oxford at Chapters West Edmonton Mall on Thursday, May 4th at 7:00 PM as she discusses her new book. For full details, visit indigo.ca/events.
- **[The Last Neanderthal](#) by Claire Cameron.** From the bestselling author of *The Bear* comes this enthralling new story of two women, separated by millennia, but inextricably linked. In a haunting and profoundly moving narrative, Cameron links the stories of 'Girl,' a Neanderthal woman charged with the care of an unknown infant, with that of Rosamund, a modern-day archaeologist striving to finish a major excavation project before her baby is due. *The Last Neanderthal* is a haunting, suspenseful and profoundly moving novel that asks us to reconsider what it means to be human.
- **[This I Know: Marketing Lessons from Under the Influence](#) by Terry O'Reilly.** In this captivating new book, Canada's most famous adman spills a career's worth of marketing secrets, so anyone can compete with the best in their business – whatever that business may be. After decades at the helm of an award-winning ad agency, and over a decade exploring the art and science of marketing for CBC Radio, O'Reilly is ready to share the fundamentals of strategy and relationship-building that turns good marketing into great results.
- **[The Only Child](#) by Andrew Pyper.** Lily was only six years old when her mother was violently killed in what investigators concluded was a bear attack, but Lily has never been certain of this story. To discover the truth, Lily embarks on a journey that will threaten her career, her sanity, and ultimately, her life. Fusing relentless suspense with surprising emotion, *The Only Child* is a psychological thriller about family, identity and monstrosity that will keep you up until its last unforgettable revelation.
- **[The Nightingale Won't Let You Sleep](#) by Steven Heighon.** From internationally acclaimed and Governor General's Award-winning author Steven Heighon comes a passionate novel of buried secrets, the repercussions of war and finding love among the ruins. Following a tragedy during his service in Afghanistan, Elias Trifannis retreats to Cyprus, but winds up held captive in Varosha: a Greek-Cypriot resort town, abandoned since 1974. With artful precision, Heighon explores the complexity of relationships, and the human desire to "simply belong."
- **[Anne of Green Gables](#) by L.M. Montgomery.** This classic Canadian book shares the story of Anne, a freckled, red-headed orphan, who charms her way into the hearts of her adoptive parents, Marilla Cuthbert and her brother, Matthew. Armed only with a battered carpetbag and boundless imagination when she arrives at the Cuthbert's farmhouse, Anne truly is, in the words of Mark Twain, "the dearest and most lovable child in fiction since the immortal Alice." Fans of the new TV series *Anne* will love reading the book that inspired it all.
- **[The Hockey Sweater](#) by Roch Carrier.** In the days of Roch Carrier's childhood in Ste. Justine, QC, winters were spent on the hockey rink – and every boy's hero was Maurice Richard of the Montreal Canadiens. Everyone wore Richard's number 9 on the rink. But what happens when Roch outgrows his cherished red sweater, and is sent a blue and white sweater of the rival Toronto Maple Leafs in its place? An iconic piece of Canadian literature, *The Hockey Sweater* tells the all-too-relatable story of winters on the ice and a boy's love of hockey.
- **[The Paper Bag Princess](#) by Robert Munsch.** In this bestselling Canadian classic, Princess Elizabeth is slated to marry Prince Ronald when danger strikes: a dragon attacks the castle and kidnaps the Prince! Full of Robert Munsch's characteristic wit, parents and kids will laugh along as Elizabeth overcomes every obstacle – only to come face-to-face with a snooty, and very ungrateful, Prince.

Canada Book Day Weekend Events

Families are invited in-store for story-time and a free make-and-take craft event this Canada Book Day weekend.

INDIGOKIDS PRESENTS: CANADA BOOK DAYⁱⁱ

Kids can take part in Canada Book Day by creating their very own bookmark, and celebrating all things Canadian! Look forward to a make-and-take craft and Canadian story-time, featuring some of Canada's most beloved children's books. For more details, visit indigo.ca/events.

Date and locations:

All participating Indigo and Chapters locations (call your [local store](#) for details)

Saturday, April 22

11 AM

#ReadtheNorth: Celebrate the Best in Canadian Literature

Indigo is thrilled to shine light on Canada's incredible wealth of writing talent this summer, as part of an evergreen movement called [#ReadtheNorth](#). Acclaimed writers, novelists and poets like Margaret Atwood, Alice Munro, Wab Kinew and Andre Alexis represent a small but significant portion of Canada's celebrated and diverse writing community. Through this campaign, Indigo hopes to inspire Canadians to develop a deeper appreciation for Canada's authors and their works.

Canadians who love the idea of reading Canadian literature, but don't know where to start, can turn to Indigo's [Read the North online shop](#) and in-store table for frequently updated reading recommendations. Plus, booklovers can share (and wear) their Canadian pride with #ReadtheNorth [sweatshirts](#), [t-shirts](#), [totes](#) and [mugs](#), all available at indigo.ca.

#ReadtheNorth Contest: Win a \$150 Gift Card and a #ReadtheNorth Prize Pack!

This summer – and beyond – Indigo is inviting booklovers to share their love of Canadian literature on social media, using the hashtag [#ReadtheNorth](#). With Canada's 150th birthday coming up, there's no better way to celebrate than with a great Canadian book.

Canadians are encouraged to share a photo of how they [#ReadtheNorth](#) on Instagram, Facebook and/or Twitter for the chance to win one of three \$150 gift cards and a #ReadtheNorth prize pack. Tag @chaptersindigo and use the hashtag #ReadtheNorth to be eligible to win.ⁱⁱⁱ

About Indigo Books & Music Inc.

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). As the largest book, gift and specialty toy retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; Indigospirit; Chapters; and Coles. The online channel, indigo.ca, offers a one-stop online shop with a robust selection of books, toys, home décor, stationery, and gifts.

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For media requests, please contact:

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i BookNet Canada.

ii At participating Indigo & Chapters locations (Coles and Indigospirit stores excluded). Children under the age of 16 must be accompanied by an adult. Event materials may be limited and events are subject to cancellation or change without notice.

iii No purchase necessary. Contest open April 25 – May 31, 2017 ("Contest Period. Open to residents of Canada, excluding the Province of Quebec, who are: (i) age of majority or older; and (ii) a registered Instagram, Facebook and/or Twitter account holder. Limit: one entry per unique upload of a photo. Three (3) prizes available to be won, each consisting of one (1) \$150 Indigo gift card, one (1) Read the North tote bag, three (3) books (ARV \$250) (the "Prize"). Limit: one Prize per person. To enter during the Contest Period: entrants must upload one (1) eligible photo of their #ReadTheNorth moment to their Instagram, Facebook and/or Twitter feed, follow @chaptersindigo, use hashtags #ReadTheNorth and #Contest, and tag @chaptersindigo. Winners to be selected via a random draw on June 1, 2017. Odds of winning depend on number of eligible entries received during Contest Period. Mathematical skill testing question required. For full contest rules visit indigo.ca.