

FOR IMMEDIATE RELEASE

**INDIGO, CORUS AND KIDS CAN PRESS TEAM UP TO RAISE FUNDS FOR LITERACY**

**Book Retailer, Media Company and a Squirrel Launch National Awareness Campaign**

Toronto, ON - September 30, 2009 - Indigo Books & Music Inc. today joins efforts with Corus Entertainment's Kids Can Press to raise awareness and funds to help put books back into the hands of less privileged Canadian children through the Indigo Love of Reading Foundation. The star of the awareness campaign is the inimitable Scaredy Squirrel, that loveable worrywart of a squirrel who has become an international publishing sensation.

The literacy campaign kicks off today with **Indigo Love of Reading Foundation** public service announcements on YTV and then in November, Indigo and Kids Can Press will introduce an exclusive collectible **Scaredy Squirrel Box Set** with proceeds from each sale benefiting The Foundation.

Available through Indigo, Chapters and select Coles stores nationally, the Box Set (SRP \$24.99) includes a paperback edition of Mélanie Watt's Scaredy Squirrel picture book, a plush Scaredy Squirrel hand puppet and is packaged in a recycled box that converts into a Scaredy Squirrel puppet theatre. The Box Set will also be supported with on air spots on YTV and online banners on TreehouseTV.com, as well as through in-store promotions and holiday gift guides from Indigo and Chapters.

"Kids Can Press is proud to support the Indigo Love of Reading Foundation's efforts to improve literacy among Canadian children," said Lisa Lyons, President, Kids Can Press. "By drawing on Corus' media assets we have a unique opportunity to reach a wide and diverse audience with this important message. Scaredy Squirrel appeals to all ages and his message of overcoming challenges makes him a perfect ambassador for literacy."

"Now fans of Mélanie Watt's inimitable Scaredy Squirrel can help make literacy and access to books a priority in schools across the country," said Heather Reisman, CEO, Indigo Books & Music Inc. "We're delighted that this lovable character has chosen the Indigo Love of Reading Foundation as his partner!"



Books & Music Inc.



Indigo Books & Music Inc. founded the Indigo Love of Reading Foundation in 2004 to address the underfunding of public schools, their libraries and the resulting literacy crisis. Every year the Foundation commits **\$1.5 million to high-needs elementary schools** so they can rebuild their libraries with the purchase of new books and education resources. To date, more than 70 schools across the country have been able to get new books into the hands of children.

To learn more about the Foundation and to listen to the life-changing Grant Announcement calls visit [loveofreading.org](http://loveofreading.org).

**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, Kids; IndigoSpirit, Chapters, The World's Biggest Bookstore, and Coles. The online division, [www.chapters.indigo.ca](http://www.chapters.indigo.ca), features books, toys, music and DVDs, and hosts the award winning Indigo Online Community.

**About Kids Can Press and Corus Entertainment**

Kids Can Press is the largest Canadian-owned children's publisher, with an award-winning list of over 500 picture books, non-fiction and fiction titles for toddlers to young adults, including Franklin the Turtle, the single-most successful publishing franchise in the history of Canadian publishing, which has sold over 60 million books in over 30 languages around the world. Kids Can Press is owned by Corus Entertainment Inc., a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at [www.corusent.com](http://www.corusent.com).

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