



The Canadian Children's Book Centre

New YouTube Channel All About Canadian Children's Books to Launch in 2019

FOR IMMEDIATE RELEASE: Toronto (June 18, 2019) – This fall, the Canadian Children's Book Centre (CCBC) is taking Canadian children's books to where youth already are: YouTube.

Plans are underway for a YouTube channel to showcase videos and links to resources about Canadian books for children and youth. The platform will be promoted as a destination for young readers, librarians, teachers, parents, authors, illustrators, researchers and others who want to locate and learn more about great Canadian books for young people.

"Our commitment to Canadian books hasn't changed since our organization began in the 1970s, but we have found a new way to reach readers," says Rose Vespa, Executive Director of the CCBC. "Over 1,000 books for young people are published every year in Canada, many of them award winning and world renowned. The CCBC is committed to ensuring that there is better digital access and promotion of these exceptional Canadian books to raise awareness and promote literacy."

With funding from the Canada Council for the Arts, the Channel (as yet unnamed) is the first step in a long-range digital strategy being developed by a consortium of organizations led by the Canadian Children's Book Centre that includes the Association of Canadian Publishers/49th Kids, Canadian School Libraries, CANSCAIP, Communication-Jeunesse and IBBY Canada.

"We are inviting members of the Canadian children's literature community to contribute content," says Janis Nostbakken, Project Director of the Channel. "We're looking for a wide range of videos in English, French or Indigenous languages – author interviews, read-alongs, how-to demos from illustrators, publishers' trailers, book reviews from teachers, parents or kids. Help us take your passion for Canadian kids' books from page to screen."

For enquiries or to submit videos: janis@bookcentre.ca

For more information, please contact:

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About The Canadian Children’s Book Centre

The Canadian Children’s Book Centre is a national, not-for-profit organization founded in 1976. We are dedicated to encouraging, promoting and supporting the reading, writing and illustrating of Canadian books for young readers. Our programs, publications and resources help teachers, librarians, booksellers and parents select the very best for young readers. For more information, please visit our [website](#).



We acknowledge the support of the Canada Council for the Arts.

About Canada Council for the Arts

The Canada Council for the Arts is Canada’s public arts funder, with a mandate to foster and promote the study and enjoyment of, and the production of works in, the arts. The Council champions and invests in artistic excellence through a broad range of grants, services, prizes and payments to professional Canadian artists and arts organizations. Its work ensures that excellent, vibrant and diverse art and literature engages Canadians, enriches their communities and reaches markets around the world. The Council also raises public awareness and appreciation of the arts through its communications, research and arts promotion activities. It is responsible for the Canadian Commission for UNESCO, which promotes the values and programs of UNESCO in Canada to contribute to a more peaceful, equitable and sustainable future. The Canada Council Art Bank operates art rental programs and helps further public engagement with contemporary arts. Visit their website [here](#).

About the Consortium Members

[Association of Canadian Publishers/49th Kids](#)

[Canadian School Libraries](#)

[CANSCAIP](#)

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