

For Immediate Release

SCHOOL'S BACK: *THE CANADIAN ATLAS ONLINE* GETS SMARTER **Award-winning web resource triples content and introduces extensive section on Canada's people**

OTTAWA, ON – Wednesday, September 21, 2005 – With today's launch, the groundbreaking and award-winning *Canadian Atlas Online* is now three times as smart—just in time for school.

It now features 16 themed modules that invite in-depth exploration by integrating rich media, including video and animation, games and quizzes, into a seamless web experience. New highlights include: Canada's People section, snapshots of Canada now versus Canada in 2050, and an animated timeline tracing Canada from mammoth hunting to the establishment of Nunavut. Points of interest have been added to the map interface to yield a richer experience, and multi-level lesson plans enable educators to readily incorporate the many valuable benefits of *The Canadian Atlas Online* into their school curriculum.

Initially launched in April 2005 by The Royal Canadian Geographical Society and Canadian Geographic, *The Canadian Atlas Online* was awarded *Macromedia Site of the Day* and *MSN Site of the Day*. More importantly, it has been embraced by educators, students, parents and others interested in experiencing and learning about Canada's geography. It now plays a key role in bringing Canada to life from coast to coast to coast, and Phase II looks to extend the trend.

John Yao, winner of the 2005 Canadian Geography Challenge and member of Canada's bronze medal winning team at the 2005 World Championship says: "Canada's a big place and it's hard to see all of it for yourself. A tool like the online atlas provides an excellent opportunity to combine written information with visuals and interactive games. I look forward to using it to study for my next Geography Challenge."

"*The Canadian Atlas Online* is a great tool for teachers to use in the classroom. The functionality that it offers through the many thematics and maps makes it a very user-friendly educational resource. The best part where teachers are concerned is that there are ready-to-use lesson plans on a variety of topics," says Beth Dye, Chair, Canadian Council for Geographic Education.

The first interactive, web-based, fully bilingual geographic resource of its kind, *The Canadian Atlas Online* is intended to help Canadians learn more about their nation, environment and peoples. See for yourself at www.canadiangeographic.ca/atlas.

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