

## Canada Post celebrates 100 years of *Anne of Green Gables*

Toronto (February 12) – Canada Post is proud to announce its association with the Penguin Group (Canada) National Letter-writing contest – a new initiative aimed at inspiring Canadian youth to put their best writing efforts forward by writing, in 500 words or less, what Anne means to them. In keeping with the contest, Canada Post will issue two stamps on June 20<sup>th</sup>, celebrating the 100<sup>th</sup> anniversary of the publication of Lucy Maud Montgomery's internationally acclaimed *Anne of Green Gables*.

"As a longtime supporter of literacy, we believe the contest will inspire Canadian youth to put thought to paper and perhaps stir within them an appreciation for the art of letter-writing," said Robert Waite, senior vice-president, Corporate Social Responsibility at Canada Post and national contest jury member. "The competition will help to build momentum and create synergy for the *Anne of Green Gables* stamps we'll release later this year." Canada Post has been a supporter of literacy for several years through the Canada Post Literacy Awards program and participation in the CanWest Raise-A-Reader and La Dictée Paul Gérin-Lajoie programs.

The stamps, to be issued June 20<sup>th</sup>, were designed by Trampoline's Oliver Hill and Dennis Page using photographs by Ben Stahl and Chris Kovac. The use of warm hues of reds (Anne's hair and the sandbars in the background) and blues (water and sky) were carefully chosen to capture Anne's vibrant nature and Prince Edward Island's unique land and sea scape. Moreover, screens of a delicate parlour wallpaper print accent the background pieces of the Official First Day Cover and the Souvenir Sheet.

The stamps and Official First Day Cover will be available at participating post offices, online through the links on the Canada Post Web site ([www.canadapost.ca](http://www.canadapost.ca)) or by mail from the National Philatelic Centre as of June 20<sup>th</sup>. From Canada or the United States, call toll-free 1 800 565-4362; from other countries call 902-863-6550.

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