



Title:	<i>Pier 21: Stories from Near and Far</i>	Hardcover:
Series:	“Canadian Immigration”	ISBN-13: 978-1-897073-70-4
Author:	Anne Renaud	ISBN-10: 1-897073-70-4
Illustrator:	Aries Cheung	Price: \$18.95
Category:	Juvenile nonfiction/Canadian history	
Age Range:	8 – 10	
Trim Size:	8.25” x 10.75”	
Page Count:	24	
Illustrations:	Colour photos, illustrations, and artifacts throughout	
Release Date:	April 15, 2008	

Sales Handle: Award-winning children's author, Anne Renaud, delivers another important chapter of Canada's history to young readers. Beautiful prose and eye-catching visual elements bring the story of Pier 21 to life.

Selling Points:

- This is the second book in the “Canadian Immigration” series; follows a format similar to that of our best-selling “My Canada” series.
- Tells the stories of immigrants, refugees, and war brides who passed through Pier 21 on their way to becoming Canadians, and also of the servicemen who left Canada using the same route on their way to fight in World War II
- Introduces young readers to World War II, Canadian, and European history, through timelines and history facts

Summary: From 1928 to 1971, a cavernous shed-like building stood in Halifax harbour, welcoming more than one million newcomers to Canada. It also was the last view of home seen by close to 500,000 Canadian service personnel, as they sailed off to battle during World War II. Across its threshold came the ebb and flow of home children and guest children, soldiers and war brides, refugees and displaced persons, carried to and from its doors by ocean liners, military ships and small sailing vessels. This is a chronicle of Pier 21 and of those who passed through, some on their way to foreign lands to fight for freedom, and others on their way to becoming part of the growing nation of Canada.

Author Information: Anne Renaud's first children's book, *A Bloom of Friendship: The Story of the Canadian Tulip Festival* (Lobster Press), was shortlisted for the Ontario Library Association's Silver Birch Award, Hackmatack Children's Choice Book Award, and Red Cedar Book Award. Her most recent book, *Island of Hope and Sorrow: The Story of Grosse Île*, was published by Lobster Press in the spring of 2007 and has received praise from reviewers, teachers, parents, and grandparents alike – even Ireland's Ambassador to Canada has endorsed it as “...a most thought-provoking, and is a wonderful educational tool.” Anne lives in Westmount, Quebec.

Illustrator Information: A native of Hong Kong, award-winning illustrator **Aries Cheung** lives in Toronto, Ontario.

Marketing & Advertising Highlights:

- Over 100 advance reading copies sent to book review media, general media, select wholesale buyers, retail buyers, librarians, awards committees, book-related websites, and blogs
- Consumer PR campaign: ready-to-publish feature articles, press releases, and (upon request) review copies sent to over 1,000 media contacts including parenting and family magazines and websites, historical magazines and websites, immigration organizations, Canadian government agencies, and national and regional media
- Targeted mailing to provincial school boards, departments of education, and book bureaus
- Quarter page ad in *Atlantic Books Today* (Spring issue)
- Canadian wholesale co-op advertising:
 - featured in half page ad in *S&B Elementary & YA School Catalogue* (distributed in Jan. to 15,000 schools)
 - half page ad in *ULS Super Forthcoming Catalogue* (February/March edition, distributed in Feb. to 20,000 school and public librarians and teachers in Western Canada) – will feature only *Pier 21* and *Grosse Île*
 - featured in full page ad in CanLit for Kids Spring *Teachers' Materials* (distributed to BC teachers & librarians)
 - featured in half page in *LSC Spring Children's Bestsellers Catalogue* (distributed in Feb. to LSC members)
 - featured in half page ad in *Whitehots Spring Young Readers Catalogue* (distributed to 700 schools and libraries)
 - featured in half page ad in *Library Bound Kids' Bestseller List* (Spring edition, distributed to 100 libraries)
- Funds available for retail co-op and placement (contact Stephanie with opportunities)

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Marketing & Advertising Highlights (continued):

- Book launch planned for Summer 2008 at Pier 21 museum and historical site in Halifax, Nova Scotia – will be advertised in the *Halifax Herald* and promoted by CTV Halifax
- Author will visit schools, libraries, and bookstores in areas including Montreal, Quebec City, and Ottawa
- Print advertising in author's area newspapers (*Westmount Examiner, Montreal Gazette, Montreal Families, etc.*) to promote author appearances and to highlight local stores where the book is available
- Website promotion at lobsterpress.com
- Accelerated Reader Quiz will be available through Renaissance Learning.
- Advance reading copies available upon request

Praise for Anne Renaud's latest book, *Island of Hope and Sorrow: The Story of Grosse Île*:

“... accessible and engaging ... a powerful and moving account of a little island of great historical significance.” – *Montreal Review of Books*, Spring/Summer 2007

“Renaud, whose first book, *A Bloom of Friendship*, was shortlisted for several awards, packs a great deal of knowledge into an accessible history that's well suited to strong readers ages 8 and up.” – *Quill & Quire*, May 2007

“... portrays the human side of immigration ... This book is a must have ...” – *CM: Canadian Review of Materials*, April 2007

“... an absolute treasure ... *Island of Hope and Sorrow* is a book I strongly recommend as required reading for history teachers and students of all ages.” – *NUACHT*, Newsletter of the St. Patrick's Society of Montreal, May 2007

“... a beautiful book quite accessible to a young audience yet with appeal to the older set as well ... will be of interest to students of Canadian history as well as descendants of the many immigrants who came through Grosse Île ... I would highly recommend it as an addition to all school and public libraries.” – *Resource Links*, April 2007

“... a fascinating story ... a must-have for every school library.” – *Quebec Home & School NEWS*, June 2007

- Selected, *Resource Links*: “The Year's Best” (2007)
- Featured in full-page ad in the McNally Robinson teacher newsletter

Praise for Anne Renaud's first book, *A Bloom of Friendship: The Story of the Canadian Tulip Festival*:

“Reading this book is the next best thing to visiting a war museum for learning about World War II ... interesting archival photos, easy to understand timelines, reproductions of newspaper headlines ... Teachers could use this book in the days leading up to Remembrance Day ...” – *Canadian Teacher Magazine*, Winter 2004

“...a great supplement for students studying Canada's role in World War II and the symbols and festivals which are part of our heritage. This book should be in every school and public library. Excellent.” – *Resource Links*, February 2005

“... Renaud has summed up many years of complicated events in a few pages and an easy-to-read timeline ... bright pictures, combined with the attractive overall design of this book, will entice readers to share in the interesting history of the Canadian Tulip Festival.” – *CM: Canadian Review of Materials*, December 2005

“The history is clear and concise for children, with excellent illustrations & photographs.” – *QC Home & School NEWS*, June 2005

“... an invaluable teaching resource in any grade 3 to 5 classroom.” – *TEACH Magazine*

“... Beautifully worded, this book is a history lesson like no other. Written in an easy to understand style suitable to multiple ages, your children will be entranced by our history.” – *Homeschooling Horizons*

- Shortlisted, Red Cedar Book Award (BC Young Readers' Choice Awards, 2006-2007)
- Shortlisted, Hackmatack Children's Choice Book Award (Atlantic Canada, 2006)
- Shortlisted, Ontario Library Association Silver Birch Reading Program Award (2006)
- #5 on the Canadian Children's Non-Fiction Bestseller List (BookManager, May 11- 18, 2005)
- Selected for CBC Montreal Radio Noon's “Children's Book Suggestions”

Pier 21: Stories from Near and Far

BISAC Codes:

JNF025240 – JUVENILE NONFICTION / History / Canada / Post-Confederation (1867-)

JNF025050 – JUVENILE NONFICTION / History / Canada / General

JNF025000 – JUVENILE NONFICTION / History / General

Comparison titles:

Pier 21: Gateway of Hope

This is the story of Pier 21 and the many people who passed through it, the war brides and their children, the returning warriors, and the refugees from war-torn Europe and beyond. (978-0-887765-17-9)

Coming to Canada: Building a Life in a New Land

The child-friendly approach of this comprehensive and informative look at how and why people went to Canada makes this nation's immigration history come alive. (978-1-897066-45-4)