



KIDS CAN PRESS PARTNERS WITH ONEXONE TO PUT BOOKS INTO THE HANDS OF CHILDREN IN HAITI

Kids Can Press's "CitizenKid" branded books provide children with a "kids-eye" view of the world at large, and connects them to global issues including poverty and children's rights in *This Child, Every Child*

Publisher partners with ONEXONE and will donate a portion of profits from best-selling author David J. Smith's new title towards books for children in Haiti

Toronto, January 27, 2011- To mark Family Literacy Day in Canada, Corus Entertainment's Kids Can Press announced an initiative designed to inform children about the world and to help the children in one devastated part of it — Haiti.

Kids Can Press will donate 50% of its profits from the sales of *This Child, Every Child: A Book About the World's Children* in North America to ONEXONE, a nonprofit foundation committed to improving the lives of children. The donation will be used to deliver books to children in Haiti and will be distributed in a variety of ways, including donations to libraries at two new schools: L'École Nouvelle Zoranje and L'École Nouvelle Royal Caribbean.

This Child, Every Child, shows kids what life is really like for children across the globe. Using the United Nations Convention on the Rights of the Child as a template to compare and contrast kid's experiences and opportunities, author David J. Smith introduces young readers to the world beyond their own borders and reveals the challenges children face in obtaining adequate food, clean water, health care, education, and more.

Smith, a leader in international education and author of the bestselling book *If the World Were a Village*, felt compelled to share with young readers the dramatic and sobering facts about children around the world. "These issues are not light or easy, but they affect millions of children," says Smith.

"David's books are emblematic of what we're committed to do with the CitizenKid collection in terms of providing a foundation for children and families to learn about the world, explains Lisa Lyons, President, Kids Can Press. "The book is also a call to action, encouraging kids and families to make a difference since change can happen one kid at a time. What's more, our company wanted to affect change by using this important book to help us to deliver books to children in Haiti." As ONEXONE has sent two teams of medical personnel and delivered over 7 million dollars worth of supplies to Haiti in the last 12 months, we knew they would be excellent partners."

Joey Adler, ONEXONE founder and President & CEO of Diesel Canada, said: "We thank and applaud Kids Can Press for joining us in helping the children of Haiti with the fundamental tool of literacy - books. More than 45% of Haiti's population is comprised of children and education is an important aspect of rebuilding the country."

In addition to donating part of the profits from the sale of *This Child, Every Child*, Corus Entertainment's flagship kids network YTV will be supporting the initiative in Canada by donating advertising time on-air as well as online at YTV.com.

Kids Can Press is the largest Canadian-owned children's publisher, with an award-winning list of over 600 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 65 million books in more than 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, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) exchange. Experience Corus on the web at www.corusent.com.

ONEXONE was founded on the principles that every single life is infinitely precious and that each person can make a profound difference in someone else's life one by one. ONEXONE is a nonprofit foundation committed to supporting, preserving and improving the lives of children in Canada, the United States and around the world. Through an annual campaign, ONEXONE is dedicated to helping create a world where children can live safely and with dignity. For more information, visit www.onexone.org.

For more information or to schedule an interview, please contact:

Erin Winzer
Publicist
Kids Can Press
Office 416-479-6766
ewinzer@kidscan.com

Kelly Ouimet
ONEXONE
Cell 613-299-0290
kellyouimet@rogers.com

For high-resolution images, please visit:

<http://mediacentre.corusent.com>