

## **JUNIOR JETSETTERS CITY GUIDES**

### **Toronto-based publisher launches new travel collection for children**

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***Junior Jetsetters, a Toronto-based publishing house, is launching its new collection of travel guides for kids aged 8-12, the Junior Jetsetters™ City Guides. The official book launch will be held on March 7, 2009 at Atelier Open, an independent gallery in the historic city centre of Amsterdam.***

The choice of this European capital for the first marketing action outside Canada reflects the company's strategic orientation towards the European destinations preferred by Canadian travellers and families. At this event, four new titles will be launched, among which are three titles on European cities: *Junior Jetsetters Guide to Amsterdam*, *Junior Jetsetters Guide to Chicago*, *Junior Jetsetters Guide to Lisbon*, and *Junior Jetsetters Guide to Paris*. The event follows the release of the collection's pilot book, *Junior Jetsetters Guide to Toronto*, in Canada and the United States.

The book launch will occur during the opening of the exhibition *The Making of a Cityscape: From Outline to Typeset*, featuring artwork from the books, illustrated by Canadian, Dutch, Portuguese and French artists. The exhibition opens on March 7<sup>th</sup> at 4 pm and runs until March 28, 2009 in Atelier Open. To celebrate this occasion, Junior Jetsetters and Atelier Open invited Amsterdam school children to draw their city as they see it. Participants will attend the Euronext Stock Exchange closing bell ceremony on March 6, and the winner will be announced at the exhibition opening. The choice of Euronext, a composite stock index listing companies from the Netherlands, France and Portugal, symbolically represents the three European cities featured in new Junior Jetsetters books. Prizes consist of a cartoon course at Atelier Open, and the entire Junior Jetsetters collection, current and forthcoming, until children reach the age of 12. The winning entries will also be exhibited at Atelier Open and appear in future editions of the *Junior Jetsetters Guide to Amsterdam*.

Junior Jetsetters was founded in 2007 and specializes in books geared toward children. Each book comprises a selection of kid-friendly sights in the city, organized in colour-coded sections: Top-5 Kid-Friendly Sights, Attractions, Activities and Out of Town. An additional section lists practical information for parents, including activities for kids available at each location. The text is written in accessible language, explaining the city as a sequence of stories, with particular focus on issues of history, multiculturalism and the spirit of the place, civic education and environmental awareness. The collections' hosts, Keira and Jordi, appear side by side with special animal guests typical to each of the cities or country they visit. These characters add a fun factor, making the books a success with younger as well as older kids. Roos, the Frisian Cow, was chosen to feature as Amsterdam's special guest, whereas Toronto features Greg, a brown bear.

Junior Jetsetters works with cityscape illustrations by local artists, ensuring an insider, emotional approach to the urban landscape, but also a unique look for each title, reflecting the identity of the featured city. Maurice van Tilburg, an illustrator and painter, created the moody and playful watercolours featured in the Amsterdam guide; Carlos Quitério, whose work has been widely published in some of Portugal's major media

outlets and in reputed international titles including The New York Times Magazine and Flaunt Magazine, created the detailed cityscape snapshots illustrating the guide to Lisbon; Miguel Vieira da Silva, a video game design artist and comic strip illustrator whose work is currently being adapted to the silver screen, created a very Parisian flair for the cityscapes featured in the Paris guide. The books' characters have been drawn by soon-to-be graduates Kim Sokol and Mike Hiscott, students in the illustration program at the renown Sheridan College Institute of Technology in Oakville, Ontario. The original characters of Keira and Jordi were created by Tapan Gandhi, a Toronto-based freelance artist, and illustrator of the *Junior Jetsetters Guide to Toronto*. He is an animation student at Sheridan College.

The *Junior Jetsetters Guide to Chicago* was produced in collaboration with the City of Chicago's After School Matters program, a non-profit organization offering Chicago teens in underserved neighbourhoods innovative out-of-school activities and hands-on programs. The scheme aims to expose teens to rewarding careers and help them develop marketable job skills. Twelve students collaborated in the making of the book. Junior Jetsetters, in partnership with universities, offers paid internships to talented students in Canada and overseas, with the possibility of exposure at a very young age.

In 2009, Junior Jetsetters will launch a travel magazine for kids, a world atlas and a short film, *Junior Jetsetters Go to Vienna*. New City Guides are also on the drawing boards, including the *Junior Jetsetters Guide to London*. A podcast companion to the books is expected to be launched by spring, on the company's website and iTunes.

The books are available for \$15.95 (plus GST), at Chapters, on Amazon.ca, in independent bookstores and from the Junior Jetsetters website. North American distribution is coordinated by Markham-based Fitzhenry & Whiteside.

For more information or to request media review copies of the books, contact Junior Jetsetters at [press@juniorjetsetters.ca](mailto:press@juniorjetsetters.ca), or 416-855-0874. Cover images, sample pages, cityscape drawings and a selection of the Junior Jetsetters characters are available for media, also in short notice.

Fitzhenry & Whiteside Limited: 195 Allstate Parkway, Markham, ON L3R 4T8 Canada  
Contact persons: Sonya Gilliss (distribution Canada) and Stephanie Stewart (distribution USA)  
T: 905-477-9700 or 1-800-387-9776 F: 1-800-260-9777 W: [www.fitzhenry.ca](http://www.fitzhenry.ca)

Atelier Open: Keizersgracht 429, 1017 DJ Amsterdam, The Netherlands  
T: +31 6 1204 6070 W: [www.atelieropen.nl](http://www.atelieropen.nl)