

## PRESS RELEASE

### Publishing Phenomenon Scaredy Squirrel Boldly Ventures into the Digital World

#### Scaredy Squirrel Franchise Expands Into E-books and Apps to Feed Content Demand for Tablets

(December 9th, 2011 – Toronto, Canada) With over 1 million print copies sold in the series and beloved by children and adults alike, the first two **Scaredy Squirrel** books can now be experienced in a number of digital and interactive formats, as a result of a partnership between **Corus Entertainment's Kids Can Press** and **Open Road Integrated Media**. In addition, Kids Can Press has released the first Scaredy Squirrel iPhone game app.

The e-book versions of *Scaredy Squirrel* and *Scaredy Squirrel Makes a Friend* and iPhone game app provide readers with a variety of new ways to interact with their favourite character:

- **Turn the pages** of full-colour **e-book editions** available on colour reading devices
- **Listen and learn** with **read-along audio** while the e-book version highlights each word as it is narrated
- **Interact** with Scaredy Squirrel through the **interactive e-book** version by “triggering” animation and audio via the touch screen
- **Play** with Scaredy Squirrel – download the iPhone “**Scaredy SOS**” **game app** and watch your pre-schooler conquer all levels of fear

Created by Montreal children's book author and illustrator Mélanie Watt, *Scaredy Squirrel* quickly became one of Kids Can Press' most popular series. Based on an adorable little squirrel's fear of the unknown, the books have been applauded by critics and parents alike. The series' ability to teach lessons about facing fears, accepting change and “being prepared”, conveyed through humorous storylines, quirky, playful illustrations and the nervous antics of Scaredy, have generated a growing number of adult fans, too.

“We're delighted to be bringing Scaredy Squirrel to readers in a variety of formats,” said Lisa Lyons, President, Kids Can Press. “These new platforms are second nature to children and allow them to learn and experience their favourite stories in new ways, enjoyed anywhere, anytime.”

“The world of Scaredy Squirrel is hysterically funny, comforting to every child, and perfect for digital reading. His antics, transformed by Open Road Media into interactive leaps and bounds, make a delicious reading experience,” said Barbara Marcus, Strategic Advisor for Children's at Open Road Integrated Media.

Just in time for last-minute holiday shopping, the e-book versions and iPhone app are all available to purchase as gifts for the worrywart on your list.

E-books are available from Apple iBookstore, Kobo Books, Barnes & Noble Nook. The Scaredy SOS game app is available from the iTunes App Store. For more information, visit [www.ScaredyGetsDigital.com](http://www.ScaredyGetsDigital.com).

Don't be scared to make new friends – like or comment on the official Scaredy Squirrel Facebook fan page [www.facebook.com/ScaredySquirrel](http://www.facebook.com/ScaredySquirrel).

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. Browse Kids Can Press books at [www.kidscanpress.com](http://www.kidscanpress.com).

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, OWN: Oprah Winfrey Network (Canada), CosmoTV, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW AM 980, 99.3 The FOX, Country 105, 630 CHED, 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 Stock Exchange (CJR.B). Experience Corus on the web at [www.corusent.com](http://www.corusent.com).

Open Road Integrated Media is a digital publisher and multimedia content company. Open Road creates connections between authors and their audiences by marketing its e-books through a new proprietary online platform, which uses premium video content and social media. Open Road has published e-books from legendary authors including William Styron, Pat Conroy, Alice Walker, Jean Craighead George, Bette Greene and Virginia Hamilton, and has published classic children's properties like The Boxcar Children, Mr. Popper's Penguins and Franklin. [www.openroadmedia.com](http://www.openroadmedia.com)

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