



McCLELLAND & STEWART LTD., 481 UNIVERSITY AVENUE, # 900, TORONTO, ON, M5G 2E9 TEL: (416) 598-1114 / FAX: (416) 598-7764

## **McClelland & Stewart** **Announces New Corporate Logo and Centenary Plans**

Toronto: June 26, 2005

At a cocktail reception during Book Expo Canada today, Doug Pepper, President & Publisher of McClelland & Stewart unveiled the new corporate logo for the company, which will celebrate its 100<sup>th</sup> anniversary in 2006. Created by Toronto design firm Spencer Francey Peters, a member of the Cundari Group, the logo will appear on all M&S publications in January 2006.

The new logo, which depicts an archer and chariot, is a modernized version of the company's 1946 logo. The original logo was inspired by William Blake's *Milton*:

*Bring me my Bow of burning gold:  
Bring me my Arrows of desire:  
Bring me my Spear: O clouds unfold!  
Bring me my Chariot of fire!*

"We were inspired by the tradition and elegance of the 1946 logo, and felt it conveyed the right energy to propel us into a new century," Pepper says, "We maintained the integrity of the original chariot, but gave it a contemporary look."

Planning for the anniversary celebration is well under way, and McClelland & Stewart has already lined up a few partners for the year. Some highlights of the planning include:

- Canada Post will launch a postage stamp in April
- M&S will publish a fundraising anthology for PEN Canada
- Fundraisers will be organized to benefit World Literacy Canada and local libraries across the country
- A gala will be hosted by M&S on June 9, 2006

For more information contact:

Bruce Walsh, Director of Marketing and Publicity, McClelland & Stewart  
Tel: 416 598 1114 ext 320  
[bwalsh@mcclelland.com](mailto:bwalsh@mcclelland.com)

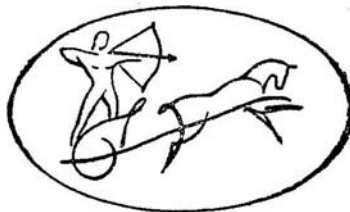
For more information regarding the postage stamp please contact:

Cindy Daoust, Canada Post  
Tel: 613-734-4258  
Pager: 613-566-4178



**M c C L E L L A N D  
& S T E W A R T**

(2006 logo)



*Toronto*  
**McClelland & Stewart Limited**

(1946 logo)

For digital images email [publicity@mcclelland.com](mailto:publicity@mcclelland.com).