



NEWS RELEASE

The Canadian Atlas Online and CG Kids Atlas Online Gain International Recognition at Prestigious Awards Ceremony

OTTAWA, ON – Tuesday, May 09, 2006 - Called "The Oscars of the Internet" by the New York Times, the Webby Awards has chosen to recognize *Canadian Geographic's* online atlas, The Canadian Atlas Online, as well as CG Kids Atlas Online as official honourees of the 10th Annual Webby Awards. Both CG's atlas sites made the top 20 percent of the more than 5,500 websites submitted to the awards from 40 countries.

"It is a great achievement to be honoured by the Webbies," says Gilles Gagnier, New Media Manager at *Canadian Geographic*. "But to gain two recognitions in one year is outstanding."

Both The Canadian Atlas Online and CG Kids Atlas Online were made available to the public for free April 2005. Using GIS data, the maps contained on The Canadian Atlas Online exemplify cartographic excellence and allow users to zoom and pan, add and remove overlays, and interact with highly informative themed web pages to explore geographical details using easy, intuitive navigation.

Also, The Canadian Atlas Online includes 16 themed modules that invite an in-depth exploration of topics ranging from weather to flora and fauna, as well as Canada's diverse people and its unique history. These modules feature rich media including video and animated graphics, as well as interactive games and curriculum-based lesson plans.

CG Kids Atlas Online focuses on Canadian youth and the education sector, allowing explorers of all ages to interact with an animated Flash site to learn about the building blocks of geography.

The Canadian Atlas Online also was awarded the esteemed Macromedia Site of the Day in April 2005 as well as the MSN/Sympatico Site of the Day, and CG Kids Atlas Online won a VIDFEST (Vancouver International Digital Festival) award in June 2005 in the education category. The Government of Canada was instrumental to both online atlases by providing important financial support through the Canadian Culture Online Program of the Department of Canadian Heritage.

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