

Chalk Talk

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PLEASE SHARE CHALK TALK WITH YOUR COLLEAGUES!!!

Letter from the Editor

Dear Educators,

In a previous issue of this newsletter, I wrote about having emigrated from Italy with my family when I was just shy of 2 years old. Italy is a country that most of us would think of as having a long history with Etruscan, Greek, Roman, Medieval and Renaissance roots, but the reality is that modern Italy — the iconic boot-shaped land that stretches from the Alps in the north to the Island of Sicily, located across the strait that separates it from the “toe of the boot” in the south — is just barely older than our own 141-year-young country.

The creation of the Kingdom of Italy (1861 to 1946) was no mean task on the part of Garibaldi, dubbed the ‘Hero of Two Worlds’, whose extraordinary efforts unified the North and the South, made up of loosely-aligned, regionally based dukedoms (Venice), kingdoms (Naples) and various city states that were controlled by powerful aristocratic, business, religious and political/military factions. The transition from kingdom to republic was tumultuous, punctuated by civil conflict and two world wars, the second of which was so devastating that the expulsion of King Victor Emmanuel of the House of Savoy into exile was soon followed by 20 years of emigration by millions of Italians, like my family, whose ancestors, for generations, had rarely ventured to travel outside of their villages.

I mention this because it often seems difficult to imagine what our country was like before Confederation in 1867. With the addition of Newfoundland (and Labrador) in 1949, Canada stretched from, as we are fond of saying, sea to sea to sea. The creation of Canada’s provinces and territories from east to central and north to west entails a series of settlement by ethno-cultural groups, commodity-based trade and expansion, and setting of provincial and national boundaries. And still, this massive country with the small population, regionally rich diversity, land of ice, snow, trees, mountains, prairie, and lakes, is simply known to the outside world as CANADA.

This week’s issue of *Chalk Talk* features classroom resources produced by one of Canada’s earliest founding forces whose history pre-dates Confederation by almost 200 years. It also contains two easy programs which your school may find useful in raising funds. CoEd Communications is proud to partner with some of the best producers of free, curriculum-linked educational resources and programs in Canada. We invite you to visit our website at www.4edu.ca to view the many free teachers’ resources on offer.

[As always, your feedback is important to us.](#)

Hbc — ‘Our History is Canada’s History’

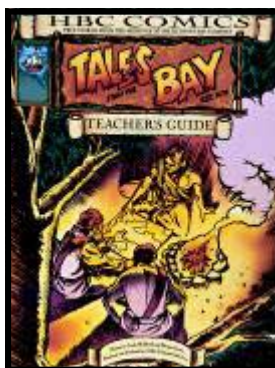
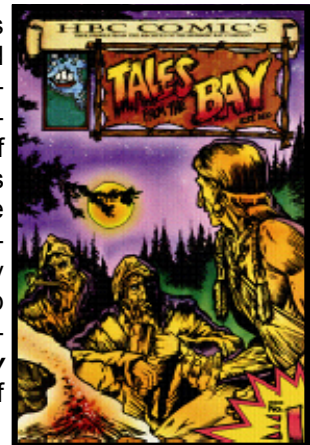


Founded in 1670, **The Hudson’s Bay Company (Hbc)** is Canada’s oldest company. The fur trade initially provided quality furs to make felt for the [hat industry](#). The company’s commercial activities played a central role in the [exploration and subsequent settlement](#) of the west and north of Canada.

The history of **Hbc** is a part of the school curriculum right across the country. The company takes their unique position in Canadian history seriously and has committed to ensuring that they participate in the telling of their story by providing a variety of quality educational resources, free of charge, to Canadian classrooms, suitable for students of all ages/grade levels.

Back by Popular Demand!

Earlier this year, Hudson’s Bay Company re-launched one of its most popular educational resources for Canadian students. Long out of print, **Tales from the Bay** is a comic book featuring three stories drawn from the Company’s rich history. Originally published in 1995 to help celebrate Hbc’s 325th anniversary, **Tales from the Bay** has remained a favourite of teachers and students.

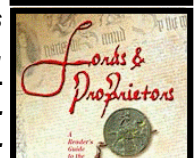


Tales from the Bay uses the universally appealing comic-book style to make history accessible to students. A detailed **Teacher’s Guide**, created by teachers for teachers, helps integrate the content into lesson plans. And best of all — it’s **free!** Educators can order a teacher’s guide and class set of comic books at www.4edu.ca/tors/hbctales.

60,000 copies of the comic book have been distributed since the re-issue in early 2008!

Tales from the Bay is just one of a number of free print and online heritage resources offered by Hbc’s ‘**Exploring Our History**’ program.

Resources include Hbc’s cornerstone publication, **Adventurers—Hudson’s Bay Company—The Epic Story, 2000** (available online; reprint coming Jan/09!) and **Lords & Proprietors—A Reader’s Guide to the Hud-**



Mary Kovack

Mary Kovack

son's Bay Company Charter, 2004, ideal for senior and high school students. [To find out more, click here.](#)



Website of the week



Hbc Rewards Community Program, in partnership with the Hbc Foundation*, invites Principals to enroll their schools in their new Rewards — School Program which has been specially designed to help your school get the things it needs and to finance school activities. Parents, teachers, and other interested friends and family members can donate their **Hbc rewards points** to their school and the earned points can be accumulated and redeemed for cash, merchandise or gift cards to help pay for sports and playground equipment, books, musical instruments, computers, scientific instruments, art supplies, or supplementing the cost of class trips, field experiments, and sets and costumes for the school play—and much more!



Hbc Rewards — School Program makes it easy for school to register and for teachers, parents and others to participate in the program at the level they choose. The initial **Welcome Bonus** points and the special in-store promotions that will take place throughout the school year will allow you to start accumulating points quickly. The Program's flexibility makes it an ideal addition to other initiatives already in place at your school.



IT'S EASY TO REGISTER FOR THE SCHOOL REWARDS PROGRAM:

Step 1: Enroll online — Sign up your school at hbc.com/school.

Step 2: Recruit members — With a little help from Hbc, invite all the teachers, parents, friends, family, neighbours, alumni and other community members to link their Hbc Rewards accounts to the school. They can assign 10-100% of their Hbc Rewards points that they earn when they shop.



Step 3: Watch your points grow — To help get your school started, the Hbc Foundation will donate 80,000 Hbc Rewards points to your account upon acceptance of your enrolment. In addition, your account will receive 2,000* BONUS points for each member who joins your school group. (*See Hbc Rewards Community Program [website](#) for complete details.) Note: Hbc Rewards members earn 50 Hbc Rewards points for every dollar they spend at the Hbc family of stores — The Bay, Zellers, Home Outfitters.

Step 4: Redeem your points — Depending on what your school needs, you can redeem the points for cash, merchandise, or Hbc Gift Cards!



Act quickly and join the hundreds of schools and community groups that have already benefited from enrolling in the Hbc Rewards Community School Program and redeeming their donated points!



Looking to raise funds for your school? Take part in **The Giving Day** — Saturday, November 1, 2008!

School groups are invited to participate in *The Giving Day* — a one-day event that will take place at all Bay stores, nation-wide on Saturday, November 1, 2008 — designed to help you raise money for your school's needs.

Here's how it works: Simply order your tickets (in quantities of 50), at no cost to your school, to sell to parents, teachers, special friends and other family members. Tickets, to be sold for \$5, will be sent to you **free of charge**. Your school then gets to keep 100% of each ticket sold - **the full \$5**. It's that easy! Order your tickets [online](#) now or toll free by phone at 1 888 772 7297.



Not sure how to get started selling the tickets? No worries, you'll find some useful tips on how to sell the tickets on *The Giving Day* website. [Learn More](#).

Ticket holders will be treated to 15% off almost all items in store, as well as entertainment, special events, contests and so much more! Go to www.thebay.com/givingday for complete details.

Saturday, November 1, 2008



* In addition to providing quality educational resources, the Hudson's Bay Company Foundation and Hbc Historical Foundation sponsor many community and school-based initiatives, including the Local History Grant Program (CNHS), Heritage Canada's Canada Day Poster Challenge, and the 'Run for Canada' in support of Canada's Olympic athletes. The Hbc Foundation is a leading charitable organization dedicated to improving the lives of Canadians through programs that reflect Canada's distinct values. Each year, by working closely with local and national organizations across the country, the Foundation will invest more than \$10 million towards three key areas: Building healthy families, Creating strong communities and Inspiring Canadians.

News & Related Articles

[Québec, 1608-2008: 400 years of censuses](#) – Statistics Canada, *Canadian Social Trends, Commemorative Supplement*, June, 2008

"Explore Québec City's demographic evolution from 1608 until today. Conceived to celebrate the 400th anniversary of Québec City's founding, **Québec 1608-2008: 400 years of censuses**, offers a demographic portrait of a city in accordance with data accumulated from the very first census- conducted during winter 1665-1666 by Intendant Jean Talon until the most recent census which took place in 2006."



[Back to school. by the numbers 2008; Across Canada, students of all ages are going back to school this fall.](#) -- Statistics Canada: Learning Resources Bulletin, August 2008

"5.2 million — The total number of students enrolled in public elementary and secondary schools in Canada in 2005/2006." [Check out more facts on assorted topics related to education in Canada, tracking enrolment and the number of teachers to the cost of education.]

[PARALYMPICS: CLOSING CEREMONY; Petitclerc gets fitting sendoff - a shower of maple leaves](#) — JAMES CHRISTIE [With a report from *The Canadian Press* in Beijing], *Globe & Mail*, Sept. 18, 2008

"Red maple leaves rained down by the hundreds of thousands from the upper ring of Beijing's Bird's Nest stadium, as Canada's national icon doubled as a symbol of respect and thanks to the athletes who had participated before huge crowds at the 12-day Paralympic Games, which closed yesterday. The red maple leaves were fitting, for a Canadian - Montreal wheelchair racer Chantal Petitclerc - who retired after a bravura performance as one of the stars of the Games. Petitclerc, 38, who has won 21 medals over a span of five Paralympics, swept five golds and set three world records in her farewell Games."

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We are the Company for Education Communications. We specialize in developing, producing and evaluating school resources and award programs. Working in conjunction with Departments/Ministries of Education, school district/boards, associations, teachers and subject specialists across the country; we provide free, curriculum-based educational resources to Canadian classrooms.

The opinions, conclusions and other information expressed in the preceding content do not necessarily reflect the views of and are not endorsed by CoEd Communications.

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