



## NEWS RELEASE

FRIDAY, JANUARY 6, 2017

**Toronto, ON – Project Bookmark Canada** Board of Directors President **Don Oravec** is pleased to announce **Laurie Murphy** as the national charity's new Executive Director, working from Project Bookmark Canada's newly established Toronto-based head office at **215 Spadina Avenue**.

Murphy brings 20 years' experience working in Canadian arts, culture and heritage as a producer, entrepreneur, fundraiser, and marketing and communications/PR professional to her new ED role, effective January 2017. "I see the next chapter of Project Bookmark Canada as an opportunity to grow as an arts advocate and leader and I will apply my business expertise to help shape new projects." She will be working with individuals and organizations who are passionate about Canada, its literature and literacy, and the health of Canadian communities, to build **Canada's literary trail** with Bookmarks across the country.

*Project Bookmark Canada marks our stories in our spaces, by placing fiction and poetry in the exact Canadian locations where literary scenes are set.* "Founder/Executive Director **Miranda Hill** did an astonishing job of building Project Bookmark Canada from the ground up, creating a firm foundation for future growth," says Oravec, "Her hard work and determination over this past decade to build the first 17 bookmarks will now enable Laurie Murphy, the new Executive Director, to lead the organization confidently into the future."

Hill, a writer herself, says, "It has been a wonderful experience to be the Executive Director of Project Bookmark Canada as it grew from a little idea into a celebration of Canada's spaces and stories that reaches from coast to coast. I am delighted now to pass the baton to Laurie Murphy, Bookmark's new Executive Director. With Laurie's leadership, I believe that Project Bookmark Canada will reach its full potential, becoming a lasting legacy for all Canadians."

Incorporated in 2007, and registered as a national charity in 2008, Project Bookmark Canada unveiled its inaugural Bookmark in 2009: a passage from **Michael Ondaatje's In the Skin of a Lion at the Bloor Street Viaduct in Toronto**. Other plaques, marking published fiction and poetry excerpts of up to 500 words, followed in Vancouver, Winnipeg, Hamilton, Kingston, Midland, Mississauga, Oakville, Ottawa, Owen Sound, Port Colborne, Port Hastings, and Woody Point (Gros Morne National Park). Bookmark #17 was erected in 2016 for **Dennis Lee's The Cat and the Wizard (with Illustrations by Gillian Johnson) at Toronto's Casa Loma**.

Visit Project Bookmark Canada at **CSI Spadina**, call **(647) 646-2622** or send an email to [info@ProjectBookmarkCanada.ca](mailto:info@ProjectBookmarkCanada.ca). For further information, visit [ProjectBookmarkCanada.ca](http://ProjectBookmarkCanada.ca).

—end—

### Contacts:

#### **Laurie Murphy, Executive Director**

Project Bookmark Canada  
215 Spadina Avenue, Suite 400, Toronto, ON M5T 2C7  
Ph: (647) 646-2622 / Cell: (647) 883-8460  
[ED@ProjectBookmarkCanada.ca](mailto:ED@ProjectBookmarkCanada.ca)

#### **Don Oravec, President**

Project Bookmark  
Canada  
(647) 878-0958  
[oravecdon1@gmail.com](mailto:oravecdon1@gmail.com)