



Media Advisory

October 13, 2005

Hockey legend Wendel Clark at Richmond Hill Indigo to sign copies of new book on building character communities in Canada

York Region-led resource hits Chapters/Indigo shelves tomorrow

NEWMARKET – Based on its success as the first municipality in Canada to introduce character living to its communities, York Region is launching a self-published book tomorrow at the Richmond Hill Indigo bookstore, entitled *Building Character: A Community's Success Story*.

Former Toronto Maple Leafs captain, Wendel Clark, author of the book's preface, will be on hand to sign copies. Light refreshments will be served. The Langstaff Secondary School Music Ensemble will provide entertainment.

WHEN: Friday, October 14, 2005
11 a.m. - Noon

WHERE: Indigo Bookstore, 8705 Yonge Street, Richmond Hill, Ontario
(located on the east side of Yonge Street, north of Hwy 7)

PRESENT:

- Wendel Clark, Former Toronto Maple Leafs Captain
- Bill Fisch, York Regional Chair and CEO
- Don Cousens, Mayor, Town of Markham
- Armand La Barge, Chief, York Region Police

BACKGROUND: *Building Character: A Community's Success Story* was written by the community for the community and is told from the unique perspective of 12 authors who chronicle the steps York Region took to become a "community of character".

Each of the authors had an integral role in the evolution of York Region's character initiative and shares his/her expertise in this "how to" guide which seeks to encourage school communities, families and business organizations across Canada to start their own Character Community movement.

Building Character can be found in most Chapters and Indigo stores across Canada for \$12.95.

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