



February 1, 2017 – TORONTO, ONTARIO

Canadian Education Research Council (CERC) to merge with Canadian Publishers' Council (CPC), combining major K-20 Canadian publishers' interests.

Today CERC announced the completion of its merger with CPC, combining Canada's largest K-12 publishers with their counterparts in Higher Education to create a powerful voice for Canada's Educational Publishing sector across K-20, at a critical time for the sector.

Since its formation in 1996, CERC has been a crucial voice for the creators of Canadian classroom resources for students and teachers in the Elementary and Secondary School system in Canada. Its member firms account for some 80 percent of the curriculum-based learning resources purchased each year across the country. CERC has worked closely with provincial and school board authorities to ensure that K-12 students continue to have access to high quality, Canadian-developed learning materials in both print and digital formats.

CPC, founded in 1910, represents major Trade, Professional and Higher Education publishers in Canada. Its members produce the majority of resources that serve the Post-Secondary, Consumer and Professional markets in Canada, supporting over eight thousand authors and providing more than \$36 Million in royalties to Canadian creators each year.

"We are very excited to welcome CERC to the CPC organization. CERC and CPC merging will help us streamline our administrative efforts so we can focus more energy and resources on telling the story of how much our members contribute, both to the sector and economy, but as importantly to Canadian classrooms," said Kevin Hanson, President of CPC and President of Simon & Schuster Canada.

"This opportunity makes eminent sense to our members, and gives us confidence that the work of CERC, as the principal advocate for quality classroom resources in Canada, will continue to be well-resourced and passionately pursued with stakeholders," said Beverley Buxton, General Manager of Pearson Canada's School division and chair of CERC. "Our members want to thank Gerry McIntyre for his many years of exceptional service and dedication, and wish him the best for a well-earned retirement."

CERC's Executive Director Gerry McIntyre, with CERC since 2002, will retire effective with the merger. Dr. McIntyre's responsibilities will be shared by David Swail, CPC's Executive Director, along with Ms. Buxton, who joins CPC's Board of Directors as Chair of the newly-formed K-12 Committee. CERC and CPC have embarked on a joint search to fill the role of Vice-President, K-20, an advocacy role that they expect to fill in the next few weeks.

The merged entity will take up new offices at 3080 Yonge Street in Toronto as of February 1st.

For more information, contact David Swail, Executive Director, CPC
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