



Bayard Canada appoints new Publishing Director for Novalis

- For immediate release -

December 8, 2008 — MONTREAL — Suzanne Spino, President of Bayard Canada, is pleased to announce the appointment of Mr. Joseph Sinasac to the newly created position of Publishing Director of the English-language division of Novalis, Canada's leading publisher of religious books, periodicals and resources. In his new role, Mr. Sinasac will oversee the strategic growth of the Toronto-based Novalis, including the editorial, marketing and sales departments.

For the past 13 years, Mr. Sinasac has been Publisher and Editor of *The Catholic Register*, an award-winning national weekly newspaper based in Toronto. In his 30-year career, Mr. Sinasac has been a reporter, editorial writer, editor, author, and commentator for daily newspapers, the religious press, and national radio and television networks.

"Novalis and the religious community will greatly benefit from Joe's experience in religious publishing and his knowledge of the Church," says Spino. "Our commitment to continue the long history of Novalis' service to the Church will be well served by Mr. Sinasac."

Novalis was founded in 1935 at Saint Paul University in Ottawa. In 2000, it began a partnership with Bayard Canada. Based in Montreal and Toronto, Bayard became responsible for marketing, sales and distribution while Saint Paul continued to run the editorial offices. In October 2008, at the invitation of Saint Paul University, Bayard agreed to purchase Novalis and turn it into a wholly-owned division of the company with English-language offices in Toronto and French-language offices in Montreal.

In the English language, Novalis is best known for its missal, *Living With Christ*. It also publishes the periodicals *Celebrate!* and *The Ecumenist*. In French, it publishes *Prions en Église*, *Prière*, and *Vie liturgique*. Novalis also publishes more than 50 books per year on spirituality, religion and personal growth, as well as pastoral resources. It is one of the few Canadian publishers producing books and periodicals in both official languages, serving readers from coast to coast.

"I have long respected Novalis and look forward to embarking on a new and challenging adventure in Catholic publishing in Canada," said Mr. Sinasac. "This country, and the Church in Canada, deserves a flourishing and lively Catholic publisher to enrich its intellectual and spiritual life."

Mr. Sinasac's appointment is effective February 2, 2009.

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About Bayard Canada:

Owned by the Canadian Assumptionist Fathers, Bayard Canada operates a diversified publishing and distribution network (books, magazines and resources). It is recognized for its work in the area of youth publishing, with such magazines as *Chirp*, *chickaDEE*, *OWL*, *Pomme d'Api* and *J'aime lire*. For more information about Bayard Canada, please go to www.bayardcanada.ca.

For more information, please contact:

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