**National Newspaper Week 2021**

**Key Messages**

* [National Newspaper Week](http://www.nationalnewspaperweek.ca/) 2021 is the 81st annual opportunity to recognize the critical role that newspapers play in an active and healthy democracy and is celebrated in North America from October 3 to October 9, 2021.
* Newspapers are a highly valued and essential part of Canadian culture, communities and democracy, providing fact-based credible reporting that Canadians can trust and feel confident sharing with family and friends. Newspapers continue to thrive in an increasingly digital world, with 83% of newspaper readers accessing at least some of their newspaper content online [[source](https://nmc-mic.ca/ad-resources/newspapers-247/)].
* Local newspapers deliver vital information to Canadians every day, connecting local communities across the country. In fact, nine in 10 Canadians (87%) read newspapers each week across Canada – either in print or digital format [[source](https://nmc-mic.ca/members-area/publishers-presentation/)].
* National Newspaper Week provides the industry with an opportunity to highlight the work Canadian newspapers do and spark conversation about the role of local newspapers in a healthy democracy by providing diverse, local, original content that cannot be found anywhere else.

**“*Champions*”: Ola Volo x News Media Canada**

* To celebrate this year’s National Newspaper Week and give Canadians a way to show their support for the industry, News Media Canada has partnered with Canadian artist Ola Volo to create a limited-edition, signed print titled “***Champions***”. The signed 20”x19.5” limited edition print is launching as the hero item in this year’s Champion The Truth collection, which also includes a softcover lined journal.
* “***Champions***” was inspired by conversations between Ola and industry stakeholders from local newspapers across the country and celebrates the local news industry as champions of truth in Canada. Ola is known for the strong narratives she brings to life in her work and her ability to spark conversation, bring people together, empower action and shed light on important issues.

*“When I was a child, as a Canadian immigrant, I remember my parents reading the local newspaper every morning to stay connected to our community - which often started our conversation at dinner to talk about what we read and the things that were happening right in our community.”*

* *Ola Volo, Canadian artist*
* The newspaper-inspired Champion The Truth artwork features three stoic, trailblazing characters representing journalists and readers, as well as multiple landmarks from across the country to celebrate the diversity of people, places and perspectives in Canada. It demonstrates the ability of newspapers to connect local communities and inform Canadians with trusted information from coast-to-coast-to-coast. This art highlights the essential service that newspapers provide in our democratic society and the importance of independent Canadian news media.

*“I wanted the work to feel like it's full of diverse stories and subject matters, just like our papers. The combined elements in the piece demonstrate the ability that newspapers have to spark conversation and connect local communities together through art.”*

* *Ola Volo, Canadian artist*
* This National Newspaper Week, News Media Canada is empowering Canadians to spark conversation around the critical role newspapers play as champions of the truth in Canada and show their support for the Canadian news media industry by purchasing an item from the exclusive collection available at [nationalnewspaperweek.ca](http://www.nationalnewspaperweek.ca/).

**Charitable Partnership with Canadian Journalist for Free Express (CJFE)**

* To support Canadian journalism, a portion of the proceeds from the Champion The Truth art collection sales will be donated to Canadian Journalists for Free Expression (CJFE).
* Canadian Journalists for Free Expression (CJFE) is a Canadian non-governmental organization whose mission is to defend the rights of journalists and contribute to the development of press freedom throughout the world. Learn more about CJFE at [cjfe.org](http://www.cjfe.org).

**Social Media – Tagging**

Social media posts should tag @NewsMediaCanada and include program hashtags:

ENGLISH: #NationalNewspaperWeek, #ChampionTheTruth

FRENCH: #SemainedesjournauxCN, #MonJournalAvantTout

*To learn more about the collaboration and National Newspaper Week 2021 visit* [*nationalnewspaperweek.ca*](http://www.nationalnewspaperweek.ca/)*.*