

**PRESS RELEASE
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100 YEARS OF CANADA'S HISTORY-THE BEAVER MAGAZINE

Special 100th-anniversary edition examines the historical legacy of The Beaver, while relaunching the brand as a platform to share Indigenous stories

WINNIPEG — One hundred years of history. A century of storytelling. In October 2020, *Canada's History-The Beaver* magazine will mark its 100th year of publication with a special collector's issue showcasing a century's worth of stories and photographs from the magazine's vast archival collection.

At the same time, the special issue will examine *The Beaver's* complicated legacy of colonialism when it comes to its historical portrayal of Indigenous peoples.

"With this special issue, we have worked with Indigenous writers and historians to share important new perspectives on the legacy of *The Beaver*," said *Canada's History* magazine Editor-in-Chief Mark Collin Reid. "In the early decades of *The Beaver*, Indigenous peoples were too often pushed to the margins of the magazine. *The Beaver* offered a window on the North — but one that was skewed by the lens of colonialism. With this special issue, we have worked to bring Indigenous stories to the fore."

Dr. Karine Duhamel, who is Anishinaabe-Métis, wrote the feature article, "Life on the Land" for the anniversary issue. "As an indigenous person, I am looking at the pictures in *The Beaver* differently. I am looking at the things that make Indigenous peoples and communities strong, which are family and kinship and connection to the land. For me, that's what stands out in the images."

With the 100th anniversary issue, Canada's History Society hopes to encourage important conversations about the historical depictions of Indigenous peoples both in general and within the pages of *The Beaver*.

The special issue also marks an important milestone for *The Beaver*, which was "retired" as a brand in 2010. Beginning in October 2021, Canada's History Society will relaunch *The Beaver* as an annual supplement to be published within *Canada's History* magazine. The supplement edition of *The Beaver* will feature Indigenous stories and storytellers and explore the history of the North and the fur trade-era through an Indigenous lens.

The 100th anniversary issue features articles and images that explore the cultures and traditions of Indigenous peoples; showcase the historical diversity of northern wildlife

and landscapes; and illustrate the profound societal changes that occurred in the region in the late nineteenth and early twentieth centuries.

For images relating to the 100th anniversary, including historic covers of *The Beaver*, as well as the cover and interior spreads from the special issue, go here:

<https://www.dropbox.com/sh/bh9ya6s0uj47xd8/AAAROCxX8EEEkkElnIZhclgGa?dl=0>

About Canada's History Society

Canada's History Society is a national charitable organization with a mission to promote greater popular interest in Canadian history through its magazines, *Canada's History* (formerly *The Beaver*) and *Kayak: Canada's History Magazine for Kids*, as well as its education and award programs, including the Governor General's History Awards.

For more information, please contact:

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Backgrounder

- Canada's History has worked with leading educators to learning experiences that will ask students to work with *The Beaver* archives and to think deeply and historically about the magazine's legacy. To access the materials, go to CanadasHistory.ca/TeachingBeaver100
- *The Beaver* magazine was launched in October 1920 as an internal newsletter of the Hudson's Bay Company's, and was part of HBC's broader 250th anniversary celebrations.
- Over time, the magazine evolved into the national history magazine of Canada. Renamed *Canada's History* in 2010, the magazine today is the flagship publication of Canada's History Society, and is devoted to sharing the diverse stories of all Canadians.
- In 1994, the HBC bequeathed *The Beaver* to the Canada's National History Society, which assumed responsibility for its publication.
- *The Beaver* magazine amassed a vast archival collection of photographs, many of which depicted Indigenous peoples and communities. Today, the collection of more than 50,000 photographs is held at the Archives of Manitoba as part of the Hudson's Bay Company Archives.
- During its early years, *The Beaver* regularly omitted the names of Indigenous peoples depicted in its photographs and stories. For the special anniversary issue, *Canada's*

History worked with the Archives of Manitoba to try to include the names of Indigenous peoples depicted within photographs. This was possible thanks to the efforts of the Archives of Manitoba, which — through its Names and Knowledge Initiative — is actively consulting with Indigenous communities to identify the subjects of the photographs.

- In 2017, Canada's History Society digitized the back issues of *The Beaver*, *Canada's History* and *Kayak* magazines. It can be accessed at: CanadasHistory.ca/Archive.