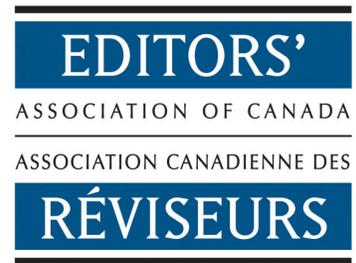


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EDITORS' ASSOCIATION OF CANADA LAUNCHES NEW PRODUCT LINE

FOR IMMEDIATE RELEASE

Toronto, March 20, 2008 —

The **Editors' Association of Canada/Association canadienne des réviseurs** (EAC/ACR) today started selling its new editing-related product line of T-shirts, mugs, bags and more through CafePress at <http://www.cafepress.com/eac_acr>. Featuring slogans such as “Message Therapist” and “Line Tamer,” and illustrations by EAC-Saskatoon member and *Active Voice* co-editor Michelle Boulton, the merchandise makes a perfect gift for editors and anyone who possesses a love of language and a sense of humour.

To generate slogans for the merchandise, EAC held a contest. More than 350 entries later, the winners are

- * “Avec un réviseur c’est bien meilleur.”—Pauline Côté
- * “Line Tamer”—James Harbeck
- * “Message Therapist” —Jan Kennett
- * “You write it. We right it.”—May Look
- * “May I heighten your textual pleasure?” —Martin Townsend
- * “Di mo dits mots dix maux. Maudits Mots.” —Rachel Tremblay

Other available products carry the association’s bilingual logo and this year’s conference logo for *Editing in the Global Village*.

“Our executive is thrilled by the number of entries we received and the sense of humour exhibited,” said EAC president Moira White. “In fact, we’re still giggling.”

To purchase EAC items, visit <http://www.cafepress.com/eac_acr>.

Backgrounder follows

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BACKGROUNDER

The **Editors' Association of Canada/Association canadienne des réviseurs** (EAC/ACR) began in 1979 as the Freelance Editors' Association of Canada and has been the voice of editors in Canada for nearly 30 years. EAC promotes professional editing as the key to producing effective communication. Our 1,700 members, both salaried and freelance, work with individuals in the corporate, technical, government, non-profit and publishing sectors.

EAC sponsors professional development seminars, promotes and maintains high standards of editing and publishing in Canada, establishes guidelines to help editors secure fair pay and good working conditions, provides networking opportunities to both in-house and freelance editors, and cooperates with other publishing associations in areas of common concern.

Find out more about EAC at <www.editors.ca>.

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