



That New Reading of Teens Coming Shortly by Reginald W. Bibby

***The Emerging Millennials* to be Released in Late April**

The new book summarizing the findings of Project Teen Canada 2008 will be released in late April – about two to three weeks from now.

Project Teen Canada 2008 is the latest in a series of national youth surveys carried out by sociologist Reginald Bibby of the University of Lethbridge. James Penner served as the Associate Director of the survey.

Work began in September of 2007, with data collection carried out between approximately March and June of 2008, with the sample finalized in the fall of 2008. Of considerable importance, a supplemental national sample of students in Aboriginal schools was added between mid-November of 2008 and mid-February of 2009. In all, 5,564 teenagers between the ages of 15 and 19 who were in high schools and secondary schools (and CEGEPs in Quebec) participated, including 818 teens attending in band-run schools.

The new book, *The Emerging Millennials: How Canada's Newest Generation is Responding to Change and Choice*, is being published by Project Canada Books, Lethbridge, and being distributed by Project Canada Books (www.projectcanadabooks.com), Wood Lake Books (www.woodlakebooks.com), and Novalis (www.novalis.ca). Complete details are available at the Project Canada Books website.

A special feature of the book is that best-selling author and educator, Ron Rolheiser, offers responses to each chapter, along with Sarah Russell, an RCMP community relations officer and a former Project Canada research associate.

The book has received a tremendous amount of media attention, featured as a cover story by *Maclean's* in its April 13th issue, as well as given significant coverage by papers including the *National Post*, *Vancouver Sun*, *Calgary Herald*, *Edmonton Journal*, *Saskatoon Star-Phoenix*, *Montreal Gazette*, *Windsor Star*, and *Ottawa Citizen*. It is also scheduled to be featured on the CTV National News on Easter weekend.

Obviously, the appearance of *The Emerging Millennials* is being greeted with considerable interest and enthusiasm.

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