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### **For Immediate Release**

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## **Grey House Publishing Canada announces the Thirty-First Edition of *Associations Canada***

Grey House Publishing Canada is proud to announce the publication of the Thirty-First Edition of *Associations Canada*. *Associations Canada* provides the most comprehensive picture of Canada's non-profit sector, with nearly 20,000 associations listed.

In addition to the listings in this edition, you will find numerous updates, including **811 new associations with nearly 2,400 executives**. Keeping with the trend in technology there is an added **Social Media Field**; some association profiles now include their **Facebook** or **Twitter** addresses.

The Introduction of *Associations Canada* begins with a brief description of each section in the book. Included after this is a Sample Entry page to give users an idea of the breadth of information in each association listing. The last few subsections of the Introduction gives English to French translations of general topics like Days of the Week, Street Addresses, and Geographical Terms. As well as many useful abbreviations for academic and other degrees, membership in and degrees conferred by Societies and Institutions, Honors, Labor Union Affiliations, Military Titles, etc.

*Associations Canada* begins with a how-to guide for incorporating not-for-profit organizations in Canada. This guide outlines the process of incorporation at both a federal and provincial level, and provides contact information for the regulatory agencies within each province. Procedures for incorporating in Quebec are presented in both French and English.

Following the Introduction is the Subject Index, which includes key words that refer to a general interest (such as fitness, performing arts, television broadcasting, etc.), and also key words that are found in the title of a given association (such as literacy, police, or toxicology). Many index entries include "See" or "See Also" cross-references in order to offer yet another way to access the particular listing for which the user is searching.

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**Canadian Associations** begins the main body of *Associations Canada*. Covering just over 1,100 pages, entries are organized alphabetically by name. Translated names and alternate names are included in the listings, with “See” references directing the user to the association’s listing under its official name. Acronyms are also included in the listings. Just under the name is complete contact information, including websites and email addresses. **Foreign Associations** are listed in a separate section. Entries are selected based on affiliations such as branches, chapters, or divisions based in Canada. Associations of interest to Canadians are also included here.

Additional information for Canadian and Foreign Association listings can include sections like, **Organization Specific Information** with the Scope of Activity, Registered Charity status, and Organizational Profile. **Officers, Members, and Membership** which includes Chief Officers, Number of Staff, Membership. **Funding and Operations** contains Annual Operating Budget figures (if provided), Sources of Funding, and Meetings including dates and locations. **Miscellaneous Topics** is the last part that has Publications, including frequency, language(s) in which publications are available, price, advertising, etc. Also included are Organization/ Group Activities and members involved

The remaining 300 pages are comprised of seven indexes:

- **Acronym Index:** an alphabetical listing of acronyms and the corresponding associations. Listings are presented in both English and French and include both Canadian and foreign associations.
- **Budget Index:** an alphabetical list of Canadian associations, divided into eight annual budget categories, ranging from less than C\$50,000 to greater than C\$5,000,000.
- **Conferences & Conventions Index:** meetings sponsored by both Canadian and foreign associations for 2009 through 2014. Listings are alphabetical by meeting name and organized by year, month, and city.
- **Executive Name Index:** an alphabetical list of key contacts at Canadian associations (both headquarters and branches), with company name and its corresponding directory page number.
- **Geographic Index:** headquarters, branch offices, chapters and divisions of Canadian associations. Listings are alphabetical by province and city.
- **Mailing List Index:** an alphabetical list of associations that offer mailing lists for rental purposes.
- **Registered Charitable Organization Index:** a listing of associations that are registered charities, organized alphabetically by subject.

With 30 years of publication behind *Associations Canada*, this thoroughly-researched and comprehensive volume is an asset to anyone with an interest in the Canadian non-profit sector. Its listings range from professional and trade associations to commercial associations, registered charities to special interest organizations, and it is widely used as a sales and marketing tool, as well as being a useful reference for tourism and convention organizers, researchers and government officials.

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