



## **Canada's Newest Publisher's Green Initiatives Takes the Next Step in the Evolution of Learning**

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Victoria, Canada, April 17, 2008 --(PR.com)-- Victoria technology company Etraffic Solutions is continuing its decade long work creating new resources for today's classroom with a launch of its online textbook catalogue: Etraffic Press.

Etraffic Press has become Canada's fourth publisher for the entire K-12 vertical market after Pearson, McGraw Hill and Nelson publishers. With Etraffic Press, Etraffic Solutions is taking its wealth of online development success and converging it with traditional print practices to create a new environmentally friendly print resource for schools.

On April 15th Etraffic Press officially released its first online catalogue ([www.etrtrafficpress.com](http://www.etrtrafficpress.com)).

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The Etraffic Press Publishing model allows schools to reduce the number of physical textbooks needed by 50-70%. This is accomplished by simply changing the current textbook strategy of buying a book for every student registered in the course rather than one classroom set per teacher.

Between 2001 and 2004, the BC government reported an average annual reduction of 8175 tonnes of carbon dioxide for its operations. Adopting the Etraffic Press publishing model for grades 4-12 in Math, Social Studies, Language Arts, and Science would constitute 68% of the above annual tonnage. The Etraffic Press Green Strategy will ensure that high quality resources are in place in the classroom with a significant reduction in school carbon footprints.

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Extension 32

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