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The Canadian Rockies

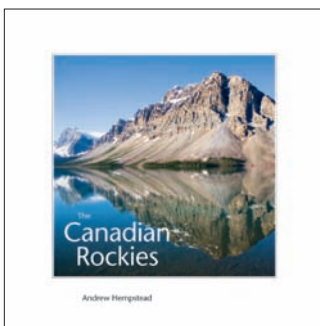
"..a well-priced, beautifully presented coffee table book showing the splendour of the Canadian Rockies in all seasons."

Many books showcase the beauty of the Canadian Rockies, but we believe Summerthought's newest title, *The Canadian Rockies* (May 2009), stands out for a number of reasons.

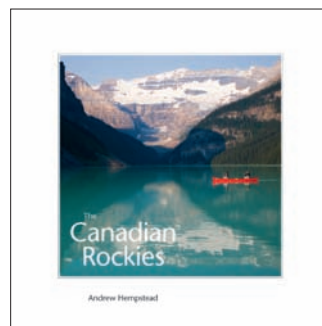
VALUE FOR MONEY: Other Canadian Rockies coffee table books are available for under \$20, but ours is the only one that is printed in Canada and combines a hard cover with custom-shot images by a local photographer.

UP-TO-DATE: *The Canadian Rockies* is the region's most up-to-date coffee table book. Included is the refreshed Banff Avenue (completed in 2008) and Marble Canyon, which was changed forever by wildfires in 2003 and closed to the public until late 2007.

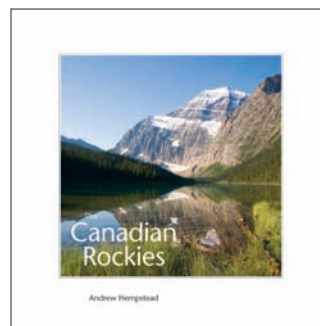
CHOICE OF COVERS: Four covers—each with its own ISBN—have been developed for maximum appeal across different markets.



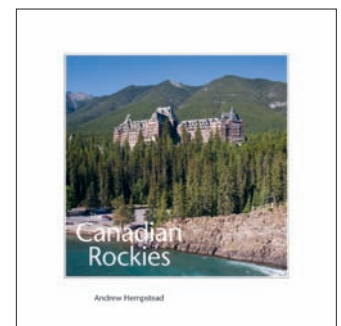
Bow Lake Cover
ISBN 9780981149103
10 x 10 inches
96 pages / \$19.95



Lake Louise Cover
ISBN 9780981149110
10 x 10 inches
96 pages / \$19.95



Mt. Edith Cavell Cover
ISBN 9780978237592
10 x 10 inches
96 pages / \$19.95



Banff Springs Cover
ISBN 9780981149127
10 x 10 inches
96 pages / \$19.95

Summerthought

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UNALTERED IMAGES: Photos used in *The Canadian Rockies* have not been manipulated in any way. The colours may not be as saturated as other photo books, but we believe the Canadian Rockies are stunning exactly as they appear in real life.

INTERESTING CAPTIONS: Each image is accompanied by an informative caption. Rather than simply describing the photos, the captions provide an insight into the Canadian Rockies.

VARIED SUBJECT MATTER: All the best-known scenes are balanced by images of destinations that are lesser known, but equally accessible—such as the serenity of Mud Lake and the charm of Cat Creek Falls.

COLOUR MAP: A photo-illustrated map at the front of the book puts the Canadian Rockies into perspective.

INDEX: Unlike most coffee table books, we included an Index, allowing readers to easily find their way to favourite places.

SUBTLE DESIGN ELEMENTS: Not everyone will notice design elements such as the red vehicle on page 47 juxtaposed against the red Ice Explorer on the opposite page, but we think they're cool.

PRINTED IN CANADA: On the back of every book is a distinctive red maple leaf stamp declaring the book "Made in Canada." All Summerthought books are proudly printed in Canada. It's more expensive than having it done offshore, but we feel it's the right thing to do.

About the Photographer

Andrew Hempstead, a resident of Banff, has been photographing and writing about the Canadian Rockies since the early 1990s. His images have been published in hundreds of books, magazines, and graphic products. He is also an accomplished travel writer, with over 20 guidebooks to his credit.

About Summerthought Publishing

Based in Banff since 1971, Summerthought cares passionately about the Canadian Rockies and about books. We are a vibrant, proudly independent local publisher producing books that we believe in and that we think readers will enjoy.

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