

PRESS RELEASE

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*Canadian Scrapbooker Magazine* Rebrands; Changes Name to *Creative Scrapbooker Magazine*

*Canadian Scrapbooker Magazine (CSM)*, an internationally celebrated paper crafting magazine, is changing its name to *Creative Scrapbooker Magazine (CSM)* in concert with an increased availability around the world, including newsstands in the US. After 10 years of developing a reputation as an inspirational and technique-rich magazine that is available in high quality print as well as digital format, this new name will embrace their international growth and reflect the diversity of paper crafts that a “*Creative Scrapbooker*” explores, such as card making, stamping and mixed media. The new name will debut with the SPRING 2016 issue, to be released on March 1, 2016.

On January 1<sup>st</sup>, 2016, the *Creative Scrapbooker Magazine* team will begin its 11<sup>th</sup> year of inspiring paper crafters around the world. *Creative Scrapbooker Magazine* will continue to publish four beautiful print issues a year, as well as a digital edition. ([www.creativescrapbooker.ca](http://www.creativescrapbooker.ca)).

“We are pleased to take this opportunity to rebrand and rename our magazine to showcase the talent we have in Canada, and we now invite our international readers to be a part of each upcoming issue. We have grown into a company that has a global reach, and we want to reflect that within our magazine,” says Jackie Ludlage, co-founder and editor in chief of CSM. “This name change will have no impact on the quality of our quarterly publication. We will continue to have the same dedicated, energetic, and creative team that our readers and followers have come to know and love.”

“Our name change to *Creative Scrapbooker Magazine* reflects the importance of our social media identity and embraces our global community. With the tremendous outpouring of support that we have received through our social media outlets, we are acknowledging the increase in global demand for our magazine. We feel this is the right time to rebrand and grow,” adds co-founder and publisher, Katharina Doyle.

*Canadian Scrapbooker Magazine* was created in 2005 and has become an innovative global leader in the paper crafting industry. The magazine was the dream of two women from Alberta, who set out to give Canadian paper crafters a voice. They are now ready to share that opportunity with their international community. “We are proud of our 10-year heritage, and now our team is ready to inspire more paper crafters around the world!” says Jackie Ludlage.

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