

With well over 75 years of service to publishers, retailers, and readers, PMC is dedicated to the enrichment of the reading environment in Canada, the greatest possible dissemination of reading materials, and the strengthening of the open and competitive marketplace for information, ideas, and opinions. Our ongoing commitment to Canadian literary and cultural achievement is reflected in the establishment by PMC of The Foundation for the Advancement of Canadian Letters (FACL).

FACL was established in 1976 by PMC to promote Canadian literature and literacy. Since its inception, the Foundation has distributed more than \$250,000 in awards and grants to Canadian writers, literacy organizations, and other cultural industry groups to support the promotion of reading, literacy, and literature in Canada.

Through the FACL, PMC has sponsored awards for outstanding achievement in magazine writing and book authorship, as well as leadership in cultural policy.

Award recipients, among others, have included Margaret Atwood and Pierre Berton. The Foundation's most recent initiative has been the creation of the PMC Indigenous Literature Award which recognizes outstanding Indigenous authors and illustrators on an annual basis.

