



MEDIA RELEASE

For immediate release

Redesigned Web Site Now Online from Canada's Largest Museum

Hull, Quebec, September 27, 2001 — A major revamp of Canada's largest museum Web site culminated in its relaunch today by the Canadian Museum of Civilization Corporation (CMCC). The new site, **Civilization.ca**, is located at <http://www.civilization.ca>.

Civilization.ca has been redesigned to offer additional navigation tools, pathways to news and many new interactive features: exhibitions, publications, scholarly material, educational games, online shopping and quick links to the CMCC's special interest areas. With the recent improvements to the site, Web users will be enticed to explore and discover the wealth of the CMCC's historical content online.

"The new and improved Web site will enable the Corporation to do an even better job of providing knowledge related to Canadian history and culture," stated Dr. Victor Rabinovitch, President and CEO of the CMCC. "Today's learning and research, especially by students and teachers, is highly dependent on online sources. The CMCC's extensive site will remain at the forefront of the information revolution as a premiere Web destination for information, education, study and pleasure."

The site has been designed to give everyone the desire to explore, learn and have fun. New online features include:

- *Symbol of a Profession: One Hundred Years of Nurses' Caps* — explores the evolution of the nursing profession, in parallel with a current exhibit at the Canadian Museum of Civilization
- *Mystery at Number 262* — an interactive educational game with antique objects from the CMCC collection, including the Forster Dollhouse currently on exhibit at the Canadian Children's Museum

- *A Chronology of Canadian Postal History* — showcasing the breadth of postal history from 1506 to the present and the research initiatives of the Canadian Postal Museum
- *Genealogy* — a searchable database featuring genealogical and historical information about our ancestors, from the Virtual Museum of New France™
- *Armoured Warrior* — an interactive and pedagogical adventure about Canada's role during the Second World War, from the Canadian War Museum

The site enables visitors to further search for a precise subject or to browse through material in thematic sections: archaeology, arts and crafts, civilizations, cultures, First Peoples, history, treasures and military history. Special resources for kids, educators, scholars and the media are also available. By the beginning of November, the introductory issue of an electronic newsletter will be sent to those who subscribe through **Civilization.ca**.

The CMCC launched what was the first Canadian museum Web site in 1994. It now receives over 78 million hits a year and has won numerous awards. The site has over 30,000 screens of information in English and French. It also has extensive collections databases available online and various audiovisual materials.

The **Civilization.ca** site includes the Canadian Museum of Civilization, the Canadian War Museum, the Canadian Children's Museum, the Canadian Postal Museum and the Virtual Museum of New France™.

Backgrounders on the **Civilization.ca** site can be obtained by contacting a media relations officer.

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SOCIÉTÉ DU MUSÉE CANADIEN DES CIVILISATIONS
CANADIAN MUSEUM OF CIVILIZATION CORPORATION



About Civilization.ca — <http://www.civilization.ca> and the Canadian Museum of Civilization Corporation

The relaunch of the Canadian Museum of Civilization Corporation (CMCC) site, **Civilization.ca**, represents the first major redesign of the site since its introduction in 1994. Over the last seven years, it has played a pioneering role within the cultural heritage community in such areas as online shopping, online auction, virtual museums, and webcasting, and has grown into what is believed to be the largest museum site in Canada.

However, its rapid and extensive growth made navigation through the site increasingly difficult, and its look became outdated. Planning for a revamped site, with a new look-and-feel and many new features, began in 1999 and has involved staff throughout the Corporation as well as a number of private- sector Web development firms.

The interface concept for **Civilization.ca** was created by Filament Communications and was fine-tuned and brought to realization by i4design. Specific new content features were developed by other firms working closely with Museum specialists in content, interpretation and technology. A new, state-of-the- art, Canadian-developed search engine called DioWeb now serves the site. New servers have been installed to house the site and provide improved performance.

The new and improved **Civilization.ca** offers additional navigation tools, pathways to news and many new interactive features: exhibitions, publications, scholarly material, educational games, online shopping and quick links to the CMCC's special interest areas. With the recent improvements to the site, Web users will be enticed to explore and discover the wealth of the Museums' historical content online.

Visitors to the site now have a range of ways in which they can explore and discover the rich information and knowledge resources on **Civilization.ca**. These resources include some eighty virtual exhibitions and educational games — some created specially for the relaunch — as well as numerous articles and reports, a searchable

database of the artifact collections and the online catalogue of the libraries and archives of the Corporation. New online features include:

- *Symbol of a Profession: One Hundred Years of Nurses' Caps* – an exploration of the evolution of the nursing profession, in parallel with a current exhibit at the Canadian Museum of Civilization
- *Mystery at Number 262* – an interactive educational game of antique objects from the CMCC collection, including the Forster Dollhouse currently on exhibit at the Canadian Children's Museum
- *A Chronology of Canadian Postal History* – a showcase of the breadth of postal history from 1506 to the present and the research initiatives of the Canadian Postal Museum
- *Genealogy* – a searchable database featuring genealogical and historical information about our ancestors, from the Virtual Museum of New France
- *Armoured Warrior* – an interactive learning adventure about Canada's role during the Second World War, from the Canadian War Museum

More detailed information on each of these new online feature is available upon request.

In planning navigation of the new site, we have taken into account feedback from online visitors over the last few years. Visitors can now browse through the various subject and museum categories presented on the home page, or click on the posters to access highlighted features. The "Exhibitions" and "Features" categories include consolidated lists for easy access to some of the key information on the site.

The omnipresent navigation bar at top of each page provide access to:

- A listing of the main features on the site (the "Site Map")
- Links to site resources organized according to a predetermined set of broad subjects (the "Site Index")
- Access to the search engine – A basic, site-wide search can be made from the navigation bar itself, while the advanced search option allows visitors to narrow their search
- A Quick Links click-down box providing convenient access to a number of key locations on the site – The set of quick links varies according to which part of the site is being visited.

Clicking on **Civilization.ca** always takes the visitor back to the home page.

Special portals have been created for specific target groups known to be heavy users of the site: kids, educators, scholars, and media. Each portal provides convenient access to

dispersed resources on the site believed to be of particular interest to the audience in question.

- Media – The media section provides immediate access to the latest press releases issued by the Corporation, as well as an archive of past releases.
- Kids – Several new games have been created for this section
- Educators – This section features the Oracle series of short, informative articles on topics pertinent to the social studies programme of the Canadian school curriculum.
- Scholars – For this section, a number of research essays by the curatorial staff are made available online.

Also accessible directly from the home page are a listing of the publications of the Canadian Museum of Civilization and its predecessor institutions since 1927, and a section on the Corporation itself including annual reports.



About *Nurses' Caps* and the Canadian Museum of Civilization



The Canadian Museum of Civilization (CMC) is part of the Canadian Museum of Civilization Corporation (CMCC). The **Civilization.ca** site includes the CMC, which is the producer of numerous features on the site. One of the most recent, *Symbol of a Profession: One Hundred Years of Nurses' Caps*, explores the evolution of nurses' caps and reflects the history and the tradition of nursing in Canada, in parallel with a current exhibition at the Canadian Museum of Civilization.

The caps on display are from a collection of 167 recently donated to the CMC by Mrs. Gloria Kay. The Gloria Kay Nurses' Caps collection is now the most comprehensive of its kind, dating from 1895 to 1983 and representing every province. The current exhibition at the CMC includes 60 of the caps.

Civilization.ca showcases present and past CMC exhibitions, through a number of online resources. The popular exhibitions *Lifelines: Canada's East Coast Fisheries* and *Resonance: Musical Heritage of La Francophonie* can be enjoyed online, as can many other exhibitions held at the CMC. Recent CMC-produced additions to the site include *A History of the Native People of Canada*, *Inuit 3D*, and *Kichi Sibi: Tracing Our Region's History*.

Visitors to the CMC section of **Civilization.ca** will find links to specific types of information — such as events, exhibitions, programmes and the IMAX theatre — to help them plan a future visit to the Museum. There is also background information available about the Museum, its collections, and its behind-the-scenes activities.

There are also links to:

- Staff directory — how to reach key employees at the Museums
- Careers — current job opportunities at the Museums
- Volunteering — how to become a volunteer
- Membership — how to take full advantage of the CMCC via membership
- Boutique — the user-friendly Cyberboutique where visitors can purchase gifts and publications online
- Feedback — an opportunity for visitors to tell us what they think about the site

Every page of the **Civilization.ca** site features a navigation bar to make it easy for visitors to get where they want to go. Visitors can use the Site Map, Site Index, or Quick Links to move from one interest area to another, or perform a keyword search. News briefs will be posted on the opening page of each museum, where visitors can also subscribe to an electronic newsletter.



About *Mystery at Number 262* and the Canadian Children's Museum



The Canadian Children's Museum (CCM) is part of the Canadian Museum of Civilization (CMC). The **Civilization.ca** site includes the Canadian Children's Museum.

For the launch of **Civilization.ca**, the CCM has produced *Mystery at Number 262*, an interactive educational game using antique objects from the CCM collection, including the featured artifact: the Forster dollhouse. This dollhouse, with its approximately 900 furnishings and miniatures, some of which date back to the 1830s, was handed down through several generations of the Forster family before finding a permanent home among the museum's collections.

Mystery at Number 262 is a virtual exploration experience that promotes active looking on the part of young explorers, introducing players eight to eighteen years old to familiar and unfamiliar household objects of a century ago. In exploring a Victorian house, players encounter clues, surprises, magical effects and important facts as they try to release two children trapped in a mystical dimension, with unpredictable results.

While the game incorporates a learning stream developed as play, there are also purely entertaining elements, such as animations, riddles to solve, and encounters with fantastical creatures. During their exploration, children collect antique games to learn and play with friends.

Visitors to the CCM section of **Civilization.ca** will find links to specific types of information — such as events, exhibitions and programmes — that will help them plan a future visit to the Museum. There is also background information available about the Museum and its collections.

Additional links include:

- Staff directory — how to reach key employees at the Museums
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About *A Chronology of Canadian Postal History* and the Canadian Postal Museum

MUSÉE CANADIEN
DE LA POSTE



The Canadian Postal Museum (CPM) is part of the Canadian Museum of Civilization (CMC). The **Civilization.ca** site includes the CPM, which is the producer of several features on the site. The most recent, *A Chronology of Canadian Postal History*, examines postal history from 1506 to the present and outlines the research activities of the CPM. It is a useful reference tool for postal history buffs, researchers, students and philatelists.

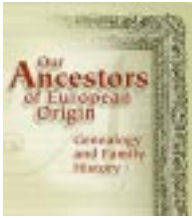
Civilization.ca employs a number of online resources to showcase the exhibitions and research activities of the CPM. The popular exhibitions *Winged Messenger* and *Stamp Quest* can be enjoyed online, as can scholarly articles such as “The Labour Stamp: The Image of the Worker on Canadian Postage Stamps” and “Postal Reform in Early 19th-Century British North America”.

Visitors to the CPM section of **Civilization.ca** will find links to specific types of information — such as events, exhibitions and programmes — that will help them plan a future visit to the Museum. There is also background information available about the Museum, its collections, and its behind-the-scenes activities.

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About *Our Ancestors* and the Virtual Museum of New France™



The Virtual Museum of New France™ (VMNF) was created by the Canadian Museum of Civilization Corporation (CMCC) in 1997. The **Civilization.ca** site includes the VMNF, which is the leading source of online information about the history of New France.

Our Ancestors of European Origin: Genealogy and Family Histories, developed in association with the *Société Archiv-Histo*, is a recent addition to the VMNF. It provides access to six databases featuring genealogical, historical and visual information that enable visitors to document the history of their European ancestors who settled in New France. A powerful search engine allows for easy and rapid recovery of the data contained in the site.

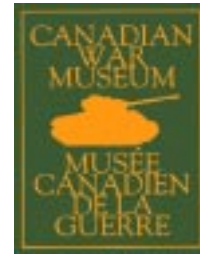
In addition to genealogy, the VMNF has sections on Youth Adventures, Collections, Explorers, First Nations, People, Great Names, Daily Life, Maps, Chronology, and Glossary. These sections contain a number of virtual exhibitions, educational games and reference sources,

Visitors to the VMNF section of **Civilization.ca** will find links to background information about the Museum and a link to its partner site in France. The virtual museum has become a crossroads for education, information, entertainment and research.

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About Armoured Warrior and the Canadian War Museum WarMuseum.ca



The Canadian War Museum (CWM) is part of the Canadian Museum of Civilization Corporation (CMCC). The **Civilization.ca** site includes the CWM, which is the producer of a number of features on the site. One of the most recent is *Armoured Warrior*, an interactive learning adventure about Canada's role during the Second World War.

Part history and part adventure story, **Armoured Warrior** is a work of fiction based on the real-life experiences of Canadian tank crews that fought in north-western Europe during the Second World War. Unlike their stories, however, the ending of this adventure is determined by the player. As the commander of a Sherman tank in the final days of the Normandy Campaign of 1944, the player will live through some of the excitement, despair, brutality and sheer horror of one day's fighting at the front. There are two basic objectives: the first is to capture and hold a vital crossroads behind enemy lines; the second is merely to survive! Success will often depend on cunning, attention to detail and just plain common sense.

Civilization.ca employs a number of online resources to showcase the endeavours of the CWM in regard to military history. The popular exhibitions *Canvas of War* and *The Salvation Army* can be enjoyed online, along with several others. Recent CWM-produced additions to the site include a kid's page offering six interactive games: *War Art Puzzles*, *The VC Memory Game*, *Mystery Artifact*, *Military Crossword*, *Dressed for Combat* and *Battlefield Mix n' Match*.

Visitors to the CWM section of **Civilization.ca** will find links to specific types of information — such as events, exhibitions, and programmes — that will help them plan a future visit to the Museum. There is also background information available about the Museum, its collections, and its behind-the-scenes activities.

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