Popular Holdings Limited (POPULAR) is the parent company of Popular Book Company (Canada) Limited.

POPULAR began as a bookstore founded in 1924 in Singapore and has, over the years, developed into a business conglomerate that has footholds in nine countries, with more than 4,000 employees. While its core businesses remain to be book publishing, distribution, retail, and education centre, POPULAR also invests in property development and food and beverage.

POPULAR carries out its publishing activities through subsidiaries operating in Singapore, Malaysia, Hong Kong, Macau, Taiwan, and Canada. Its bookstore operations currently have a network of over 200 locations in Singapore, Malaysia, and Hong Kong.

Popular Book Company (Canada) Limited benefits from the expertise and experiences of other subsidiaries under POPULAR in publishing educational workbooks and learning resources. By working with Canadian educators, we are able to identify and develop products that are attuned to the interests and needs of the market.

**Head Office:** 15 Serangoon North Avenue 5, Singapore 554360
Tel: (65) 6462 9500   Fax: (65) 6337 1186   www.popularworld.com

POPULAR Singapore moved into the new POPULAR head office in September 2015. It is an eight-storey edifice that boasts bright and spacious rooms, recreational and relaxation facilities, and a café.
Popular Book Company (Canada) Ltd.

Incorporated in 1994, Popular Book Company (Canada) Limited is the leading publisher specializing in educational workbooks and learning resources designed and developed by educators with the interests and needs of preschool, elementary, and high school children in mind. Through our products, we have helped young children achieve success in education. Our products for elementary school students cover key subject areas; and our products for high school students focus on building critical thinking in math; our products for preschoolers focus on cognitive and social skill development as well as basic math and language skills.

Our success began with *MathSmart*, our first-ever curriculum-based series published in 1999, with record-breaking sales exceeding 200,000 copies. Since then, the Smart products have expanded to more than 250 titles, anchored by *Complete Canadian Curriculum, Complete MathSmart, Complete EnglishSmart, Complete FrenchSmart*, and *Complete ScienceSmart*. To date, the anchor series have sold 3 million copies combined and have earned us a reputable household name – the Smart company.

With the advance in technology, our effort is no longer confined to print media. Since 2012, we have also published interactive workbooks to provide children with a more engaging and instantaneous learning experience.

To learn more about us and our wide range of workbooks and learning resources, please visit our website at [www.popularbook.ca](http://www.popularbook.ca).
Popular Canada emphasizes on go-to-market strategies to reach out to our customers. Our goal is always to satisfy consumer needs at the right time and with the right products, creating a win-win-win situation for the publisher, vendors, and Canadian parents and students. Through our close-knit partnership with our vendors, Popular Canada was able to achieve its market leadership in both the children’s non-fiction book market and the student workbook sector in 2018.

**Popular Canada Tops the Children’s Non-fiction Book Market in 2018**

In 2018, Popular Canada once again managed to top the bestselling publisher chart in this sector, exceeding Dorling Kindersley Publishing by 16% in list value. Popular Canada sold more than 500,000 copies of educational workbooks with list prices at a value of over $8 million in total. The key factors contributing to this success were Popular Canada’s market-driven publishing plan and focused go-to-market strategy.

### 2018 Top 10 Canadian Children’s Non-fiction Book Publisher (Units Sold)

<table>
<thead>
<tr>
<th>Publisher Name</th>
<th>Unit of Copies Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular Book Company (Canada) Limited</td>
<td></td>
</tr>
<tr>
<td>Dorling Kindersley Publishing, Incorporated</td>
<td></td>
</tr>
<tr>
<td>National Geographic Society</td>
<td></td>
</tr>
<tr>
<td>Scholastic Canada, Limited</td>
<td></td>
</tr>
<tr>
<td>Usborne Publishing, Limited</td>
<td></td>
</tr>
<tr>
<td>Klutz</td>
<td></td>
</tr>
<tr>
<td>Scholastic, Incorporated</td>
<td></td>
</tr>
<tr>
<td>St. Martin’s Press</td>
<td></td>
</tr>
<tr>
<td>Workman Publishing Company, Incorporated</td>
<td></td>
</tr>
<tr>
<td>Penguin Young Readers Group</td>
<td></td>
</tr>
</tbody>
</table>

Source: BookNet December 2018
Popular Workbooks – The #1 Choice of Canadian Parents and Students

According to the sell through figures recorded by BookNet in 2017, nine out of ten of the bestselling workbooks are published by Popular Canada. This has proven that Popular workbooks are the most sought-after supplemental resources in the Canadian market.

Top 10 Workbooks in 2017

<table>
<thead>
<tr>
<th>BookNet Ranking</th>
<th>Title</th>
<th>Publisher</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Complete Canadian Curriculum 1 (Revised and Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
<tr>
<td>2</td>
<td>Complete Canadian Curriculum 2 (Revised and Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
<tr>
<td>3</td>
<td>Complete Canadian Curriculum 5 (Revised and Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
<tr>
<td>4</td>
<td>Complete Canadian Curriculum 3 (Revised and Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
<tr>
<td>5</td>
<td>Everything You Need to Ace Math in One Big Fat Notebook</td>
<td>Workman Publishing Company, Incorporated</td>
</tr>
<tr>
<td>6</td>
<td>Complete Canadian Curriculum 4 (Revised and Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
<tr>
<td>7</td>
<td>Complete Canadian Curriculum 7 (Revised and Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
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<tr>
<td>8</td>
<td>Complete Canadian Curriculum 6 (Revised and Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
<tr>
<td>9</td>
<td>Complete MathSmart 4 (Revised &amp; Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
<tr>
<td>10</td>
<td>Complete MathSmart 3 (Revised &amp; Updated)</td>
<td>Popular Book Company (Canada) Limited</td>
</tr>
</tbody>
</table>

Source: BookNet December 2017

Website Redesign and E-Commerce

In March of 2019, Popular Book Canada reached a new milestone by launching their new website, now with e-commerce functionality. Keeping in line with our mission of helping students across Canada to achieve academic success, we now made it easier than ever to access our resources and products.

Parents can order Popular Book titles straight to their door from anywhere in Canada, and any purchase over $50 dollars will receive free shipping. In addition, our new download centre is full of additional downloadable resources aligned with our product to provide a robust learning experience.

To order: 905-702-5573
orders@fraserdirect.ca
Canada is home to some of the most breathtaking landscapes world over; from the iconic Niagara Falls, to the picturesque Vancouver Island, to the ultimate symbol of Canadianna: the Rocky Mountains. The Rockies stretch across the prairies for over 4,000 kilometers, and the mountains have stimulated all sorts of things from a bustling tourist economy, to a thriving wildlife community. One of the most spectacular ways to take in the view is by gondola. In a small carriage, hoisted by wires hundreds of feet in the air you can take in the landscape as you ride through it.

The Rocky Mountains are an undeniable symbol of Canada, and an important piece of the Canadian landscape, but there’s another landscape that is just as important, and within it, another symbol of Canadian excellence. Canadians are some of the most educated people in the entire world. Canada’s educational landscape boasts a strong school system, prestigious universities, and a core cultural value of academic success. Since 1994, Popular Book Canada has been a partner in that success, helping Canadian students everywhere to achieve from coast to coast. Popular Book Canada is a symbol of Canadian excellence, and a proud part of Canada’s educational landscape.
### Table of Contents

**Product Information**

- **New Releases**
  - Complete EnglishSmart (G1 – G8) 8 – 9
  - Complete Smart Activity Fun (Ages 3 – 5) 10 – 11
  - Complete MathSmart (G1 – G8) 12 – 13
  - Paw Patrol Activity Book Series (Ages 3 – 5) 14 – 15
  - Programme canadien complet (G1 – 3) 16 – 17

- **Integrated Subjects**
  - Complete Canadian Curriculum (G1 – G8) 18
  - Canadian Curriculum SummerSmart (K+1 – 5+6) 19

- **Math**
  - Complete MathSmart (G9 – G12) 20
  - Advanced Complete MathSmart (G1 – G8) 21
  - MathPedia (G3 to G8) 23
  - MathSmart Activities (Pre K and K) 24
  - MathSmart Sticker Activities (Pre K and K) 25
  - Preschool MathSmart Hands-on Activities (Pre K) 25
  - Preschool MathSmart Story Activities (Pre K) 26
  - Canadian Curriculum MathSmart (Pre K and K) 26
  - Canadian Curriculum MathSmart (G1 – G6) 27
  - Maths faciles (G1 – G6) 28
  - Math Success in 30 Days (G1 to G2, G2 to G3) 29

- **English**
  - EnglishSmart Activities (Pre K and K) 30
  - Preschool EnglishSmart Sticker Activities (Pre K) 31
  - Preschool EnglishSmart Hands-on Activities (Pre K) 31
  - Preschool EnglishSmart Story Activities (Pre K) 32
  - Canadian Curriculum EnglishSmart (G1 – G6) 33
  - EnglishSmart Tutor (G1 – G6) 34

**French**

- Complete FrenchSmart (G4 – G7) 35
  - Preschool FrenchSmart Sticker Activities (Pre K) 36
  - Preschool FrenchSmart Hands-on Activities (Pre K) 36
  - FrenchSmart Activities (Pre K and K) 37
  - Canadian Curriculum FrenchSmart (Pre K) 38
  - Canadian Curriculum FrenchSmart (G4 – G7) 39
  - FrenchSmart Tutor (G4 – G8) 40
  - FrenchSmart (G4 – G8) 41

**Science**

- Complete ScienceSmart (G1 – G8) 42
  - Canadian Curriculum ScienceSmart (G1 – G6) 43
  - Curriculum-based Complete ScienceSmart Experiments (G1 – G2, G4 – 6) 44

**Ontario Provincial Testing Practice**

- (G3, G6) 45
- Popular Teaching Resources Series (K – G6) 45

**Other Information**

- A Closer Look at French Immersion Schools in Canada 22
- Product Reference Charts 46 – 47
- Key Dates Calendar and Order Information 48

* Bestseller
Overview of New Releases for 2019

As always, Popular Canada strives to publish high quality workbooks to support children’s learning at home in a fun way, as well as help them develop a positive attitude toward studies. This year, we have developed five new series – two for young learners and three for elementary children. All the newly developed titles not only align with the curricula, but also are filled with fun and interesting activities to let children discover the joy of learning.

**Complete EnglishSmart (New Edition)**

*Complete EnglishSmart (New Edition)* is a curriculum-based workbook series that provides ample practice for developing and improving English skills. Concise explanations with examples are provided before practice to guide children along. The systematically-designed activities cover the key areas of learning – phonics, grammar, vocabulary, reading, and writing (Grades 1 to 3); listening comprehension, grammar, vocabulary, reading, and writing (Grades 4 to 6); listening comprehension, grammar, reading, and writing (Grades 7 and 8). Accompanying online audio clips are included to help children learn phonics and develop their listening skills. Children will find working through *Complete EnglishSmart* a fun and rewarding experience.

**Complete Activity Fun**

*Complete Activity Fun* is an appealing series packed with fun-to-do activities to stimulate children’s interest in learning the essential concepts and skills in Math and English. It helps children build strong foundations for future learning in both Math and English.
**Complete MathSmart (New Edition)**

*Complete MathSmart (New Edition)* is one of our all-time bestsellers, which helps children build a strong math foundation. Each book in this series is comprised of three levels: Basic Skills, Further Your Understanding, and Applications. Each section provides plenty of interesting and systematic practice for developing and improving children’s math skills. Two assessment tests are provided for evaluating children’s progress and an answer key is included to help children understand how to arrive at the correct answers. In addition, the QR codes in each book will bring children to our online resources for interactive videos, which further develop their math concepts. Through *Complete MathSmart*, children will be well-equipped with the essential skills and strategies for solving math problems in real-life situations.

**Discovery Learning with PAW Patrol**

*Discovery Learning with PAW Patrol* lets children embark on a fun learning adventure along with their favourite pups. The series helps develop children’s cognitive and fine motor skills, building upon the core math and language concepts, through a variety of rewarding activities such as tracing, colouring, matching, sorting, and the all-time favourite PAW Patrol stickers provided. The two bind-up titles, each comprising three activity books in the series, allow children to enjoy all the fun at once. Also included are QR codes that will bring children to our engaging online resources to enrich their learning experience. Children will have a blast learning with *Discovery Learning with PAW Patrol*.

**Programme canadien complet**

*Programme canadien complet* is a series of workbooks developed for French immersion schools. Each title in this series covers the four key subject areas: Math, French Language, Social Studies, and Science. The curriculum-based units are designed to ensure that children understand the concepts and master the necessary skills. With the vivid illustrations and interesting activities, children will find working through *Programme canadien complet* both fun and rewarding.

*Programme canadien complet* est une série de cahiers d’exercices destinés aux écoles d’immersion française. Chaque titre de cette série aborde les quatre matières principales : les mathématiques, le français, les sciences sociales et les sciences. Les unités basées sur le programme sont conçues pour que les enfants comprennent les concepts et maîtrisent les compétences nécessaires. Grâce aux illustrations expressives et aux activités intéressantes, les enfants trouveront que travailler avec *Programme canadien complet* est à la fois amusant et enrichissant.
SELLING POINTS
• Canadian curriculum-based content and activities
• Covers all the essential English skills: phonics/listening comprehension, grammar, vocabulary, reading, and writing
• A comprehensive workbook to ensure that students build solid conceptual foundations in English and will be able to apply them in future learning
• An answer key included
• Audio clips for phonics and listening comprehension

BEST MARKETING TIME
• Summer Activity
• Back-to-school
• March Break

SPECIFICATIONS
Complete EnglishSmart (1 – 6)
• Black & White
• Perfect Bound
• 8¼” x 11¼”
• 272 Pages
• Paperback
• Carton Quantity: 20

Complete EnglishSmart (7 – 8)
• Black & White
• Perfect Bound
• 8¼” x 11¼”
• 232 Pages
• Paperback
• Carton Quantity: 20

ISBN
Grade 1 978-1-77149-268-3
Grade 2 978-1-77149-269-0
Grade 3 978-1-77149-270-6
Grade 4 978-1-77149-271-3
Grade 5 978-1-77149-272-0
Grade 6 978-1-77149-273-7
Grade 7 978-1-77149-274-4
Grade 8 978-1-77149-275-1

FEATURES
• materials cover the basic concepts of Math, English, and French
• activities include drawing, tracing, writing, matching, and cut-and-paste
• online audio clips for developing listening skills
• a Language Game Design Challenge for showing language concepts in a creative way

Popular Smart Activities Series
Complete EnglishSmart  
(New Edition) (Grades 1 to 8)  
A comprehensive, curriculum-based workbook to teach students English skills that can be applied in their daily lives
Sample from: Complete EnglishSmart (Grade 2)

Simple and clear definition to help understand the concept

Fun activity to reinforce the concept

Various reading comprehension activities

Curriculum-based text type for reading and writing practice

Sample from: Complete EnglishSmart (Grade 4)

Useful hint to help build the concept
New Releases

Juvenile Non-fiction Activity Books
Preschool & Kindergarten

**Complete Activity Fun**
(Math and English)

A series packed with fun-to-do activities to help children build a strong foundation for future learning

**SELLING POINTS**
- Age-appropriate activities to help children build essential Math and English skills
- Easy-to-follow instructions for parents to explain key concepts to children
- Simple activities to help children develop fine motor skills

**BEST MARKETING TIME**
- Summer Activity
- Back-to-school
- Christmas

**SPECIFICATIONS**
- Black & White
- Perfect Bound
- 7” x 9”
- 224 Pages
- Paperback
- Carton Quantity: 20

**ISBN**
Complete MathSmart Activity Fun
978-1-77149-348-2
Complete EnglishSmart Activity Fun
978-1-77149-349-9

**FEATURES**
- covering the essentials that young children should learn
- fun and engaging activities to stimulate children's interest in learning
- stickers for encouragement
Sample from: Complete MathSmart Activity Fun

- easy-to-follow instruction for parents to explain to children
- engaging colouring activity to sustain interest
- dot-to-dot activity to build fine-motor skill
- simple activity to enhance number recognition
- eye-catching illustration to stimulate interest

Sample from: Complete EnglishSmart Activity Fun

- fun activity for learning the alphabetical order
**SELLING POINTS**

- Covers all five strands of the Math curriculum: Number Sense and Numeration, Measurement, Geometry and Spatial Sense, Patterning and Algebra, and Data Management and Probability
- Level-appropriate practice with real-life problem-solving questions
- QR codes which bring students to educational interactive video online
- A comprehensive workbook to ensure that students build solid conceptual foundations in math and will be able to apply them in future learning

**BEST MARKETING TIME**

- Summer Activity
- Back-to-school
- March Break

**SPECIFICATIONS**

**Complete MathSmart**

(1 – 6, 7– 8)

- Black & White
- Perfect Bound
- 8¼” x 11¼”
- 272/232 Pages
- Paperback
- Carton Quantity: 20

**ISBN**

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<td>Grade 7</td>
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</tr>
<tr>
<td>Grade 8</td>
<td>978-1-77149-325-3</td>
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</tbody>
</table>

**FEATURES**

- Canadian curriculum-based content
- Comprehensive and systematic practice for developing and improving math skills
- Easy-to-understand explanations and examples

**Popular Smart Activities Series**

**Complete MathSmart**

(New Edition) (Grades 1 to 8)

A comprehensive, curriculum-based workbook to help students apply math skills in their daily lives

**Available in April 2020**

**CAD$16.95 each**
Sample from:
Complete MathSmart (Grade 3)

useful information

helpful hints for guidance

quick and simple questions

fun activity to sustain interests

simple and clear example

interesting illustration to sustain interests

curriculum-based content

meaningful activity to reinforce concepts

drilling exercise to build skills

helpful reminder

clear steps to show concepts and skills
New Releases

Popular Discovery Learning Series

Discovery Learning with PAW Patrol (Math and English)

Let children embark on a fun learning adventure with their favourite pups from the PAW Patrol

SELLING POINTS
- PAW Patrol characters to stimulate children’s interest in learning
- Engaging activities to improve children’s attention span
- Simple and age-appropriate activities to help children develop cognitive and fine motor skills

BEST MARKETING TIME
- Summer Activity
- Back-to-school
- Christmas

SPECIFICATIONS
- Full Colour
- Perfect Bound
- 8¼” x 11¼”
- 64/192 Pages
- Paperback
- Carton Quantity: 60/20

ISBN
Math
Numbers and Counting
978-1-77149-340-6
Addition and Subtraction
978-1-77149-341-3
Time and Money
978-1-77149-342-0

English
Alphabet
978-1-77149-343-7
Phonics and Spelling
978-1-77149-344-4
Basic English-French Words
978-1-77149-345-1

Early Math Discovery
978-1-77149-346-8
Early English Discovery
978-1-77149-347-5

FEATURES
- covering the essential Math and English concepts that young children should learn
- a wide variety of rewarding activities to help develop Math and English skills
- QR codes which bring children to online resources to enrich their learning experience
- all-time favourite PAW Patrol stickers for encouragement

Juvenile Non-fiction Activity Books
Preschool & Kindergarten

CAD$9.95/$22.95 each
Available in January 2020

FEATURES
- covering the essential Math and English concepts that young children should learn
- a wide variety of rewarding activities to help develop Math and English skills
- QR codes which bring children to online resources to enrich their learning experience
- all-time favourite PAW Patrol stickers for encouragement
tracing to build fine motor skills and eye-hand coordination

simple and clear example of the concept

all-time favourite PAW Patrol character to arouse and sustain interest

tracing to build fine motor skills and eye-hand coordination

steps to show how to write the capital and lower case letters

tracing and printing to enhance letter recognition

Sample from: Discovery Learning with PAW Patrol – Numbers and Counting

Sample from: Discovery Learning with PAW Patrol – Alphabet

To order: 905-702-5573
orders@fraserdirect.ca
Popular French Immersion School Series

Programme canadien complet (Grades 1 to 3)

A comprehensive workbook covering all key subjects for French Immersion students

SELLING POINTS
• Curriculum-based content with Canadian themes
• An integrated workbook covering key subject areas: Math, French Language, Social Studies, and Science
• Activities designed to create in-depth understanding for key concepts
• A full answer key included

BEST MARKETING TIME
• Summer Activity
• Back-to-school
• March Break

SPECIFICATIONS
• Full Colour
• 8¼” x 11¼”
• Perfect Bound
• 336 Pages
• Paperback
• Carton Quantity: 16

ISBN
Grade 1 978-1-77149-226-3
Grade 2 978-1-77149-227-0
Grade 3 978-1-77149-228-7

FEATURES
• a curriculum-based workbook designed for French Immersion students
• explanation boxes with clear and simple examples
Sample from: Programme canadien complet 1

Notre nouvelle maison

17

A. Remplis les blancs avec les mots donnés.

B. Regarde l’image encore une fois. Complète les phrases.

Échange

Échange

1. Question: La machine à laver est au sous-sol.

2. Question: Le canapé est dans la salle de séjour.

3. Question: Le lit est dans la chambre à coucher.

C. Complete les mots croisés.

- sèche-linge
- lave-vaisselle
- cuisine
- tablier

1. On ne lave pas les mains dans la salle de bain.

2. À côté de la machine à laver.

3. On prépare le repas au coin de la cuisine.

4. Temps dans la salle de séjour.

18

Les figures en 2D

- identifie et colorie des figures en 2D, comme les cercles et les carrés.

- identifie la couleur de cliquer et de色s de carrés, cercles et triangles.

Trace des figures pour que les figures correspondent à leurs noms.

- le cercle
- l’hexagone
- le pentagone
- le rectangle
- le carré
- le triangle

Trace les pointillés. Ensuite, nomme les figures.

17

Sample from: Programme canadien complet 1
Complete Canadian Curriculum (Revised and Updated Edition) (Grades 1 to 8)

Our bestselling workbook series covering all key subjects for Canadian children

FEATURES
• updated Social Studies, History, and Geography sections that comply with the newly-revised curriculum
• explanation boxes with clear and simple examples
## Integrated Subjects

<table>
<thead>
<tr>
<th>Pre K</th>
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<th>1</th>
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<th>11</th>
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</tr>
</thead>
</table>

**Juvenile Non-fiction**  
- Study Aids  
- Language Arts  
- Mathematics

**CAD$9.95 each**

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**Canadian Curriculum SummerSmart**  
(Grades K•1 to 5•6)

*A comprehensive summer workbook to keep young minds active during summer months*

**SELLING POINTS**
- Canadian curriculum-based content with Canadian themes and contexts  
- An integrated summer workbook to help prevent summer learning loss  
- Eight weeks of activities and practice to match with the summer schedule  
- Bonus downloadable materials available

**BEST MARKETING TIME**
- Summer Activity

**SPECIFICATIONS**
- Full Colour  
- Perfect Bound  
- 8¼” x 11¼”  
- 112 Pages  
- Paperback  
- Carton Quantity: 48

**ISBN**
- Grades K-1 978-1-77149-276-8  
- Grades 1-2 978-1-77149-277-5  
- Grades 2-3 978-1-77149-278-2  
- Grades 3-4 978-1-77149-279-9  
- Grades 4-5 978-1-77149-280-5  
- Grades 5-6 978-1-77149-281-2

**FEATURES**
- covers key subject areas: Math, English, Social Studies, and Science  
- “Arts & Crafts”, “Comics”, and “Fun Places to Go in Summer” sections to enhance summer fun

---

To order: 905-702-5573  
orders@fraserdirect.ca
SELLING POINTS
• Canadian curriculum-based content
• Questions in a user-friendly format to enrich learning experience
• All the covered topics related to real-life situations
• Abundant questions to help engage young learners to tune up their critical-thinking skills
• An answer key with step-by-step solutions included

SPECIFICATIONS
• Black & White
• Perfect Bound
• 8¼” x 11¼”
• 232 Pages
• Paperback
• Carton Quantity: 20

ISBN
* Grade 9 978-1-77149-220-1
* Grade 10 978-1-77149-221-8
* Grade 11 978-1-77149-222-5
* Grade 12 978-1-77149-223-2
* Revised and Updated Edition

FEATURES
• higher-order thinking questions to help high school students develop a well-reasoned approach to learning different math concepts
• a “Handy Reference” of mathematical formulas and definitions
• concept and skill application that helps make connections between mathematics and other science and technology-related disciplines
SELLING POINTS

- Canadian curriculum-based content
- Intensive math exercises for advanced math explorers
- Questions designed in two levels of difficulty to help children stretch their mathematical reasoning
- Abundant critical-thinking questions to help engage children in the advanced levels of thinking
- An answer key with step-by-step solutions included

SPECIFICATIONS

- Black & White
- Perfect Bound
- 8¼” x 11¼”
- 208/224 Pages
- Paperback
- Carton Quantity: 20

ISBN

Grade 1 978-1-77149-199-0
Grade 2 978-1-77149-200-3
Grade 3 978-1-77149-201-0
Grade 4 978-1-77149-202-7
Grade 5 978-1-77149-203-4
Grade 6 978-1-77149-204-1
Grade 7 978-1-77149-205-8
Grade 8 978-1-77149-206-5

FEATURES

- an extension of our bestselling Complete MathSmart series
- both skill questions and critical-thinking questions cover core math concepts to strengthen math foundation
- multi-step word problems to gradually develop analytical skills
- real-life math situations essential in solving daily-life problems
A Closer Look at French Immersion Schools in Canada

By: Nicole Yum, a French Immersion School Teacher in Ontario

French immersion is a form of bilingual education that is designed for students who do not speak French at home. The program begins in Senior Kindergarten or Grade 1 and offers full-time French instruction in the classroom until Grade 3. English instruction is introduced in Grade 4 and it becomes a half-day program from Grades 6 to 8. (TDSB, 2019)

There are many advantages to the French immersion program. First and foremost, the language of instruction is French so students who have no prior knowledge of the language come out of the program with a strong command of the French language. They learn to read, write, and speak French with more confidence. “Learning a second language stimulates the brain, it’s good for the intellectual development of a child and is overwhelmingly a positive element,” (Dangerfield, 2019). Also, as Canada is a bilingual country, it is beneficial to have strong knowledge in both English and French.

The demand for French immersion has been growing across Canada. “Between 2005 and 2015, while total school enrolment in Ontario was plummeting, French immersion enrolment in the province increased by 73 per cent.” (Maharaj, 2017). “In 2015-2016, around 430,000 students were enrolled in French immersion programs in Canada, compared to 360,000 in 2011-2012 – an increase of nearly 20 per cent in just four years (at a time when the total student body has remained the same)” (Dangerfield, 2019). Ontario shows the most significant growth in enrolment, starting from 174,895 students in 2012 to 229,062 students to 2017 (Canadian Parents for French, 2017).

For parents who want to give their children a chance to have greater exposure to French as a second language, they need to realize that students with very little knowledge of the English language or with limited reading skills will face challenges in the program. Unlike English schools, there is no reading recovery program that provides extra support in reading. Moreover, students may struggle in completing their homework and projects. As a teacher in French Immersion schools for many years, I occasionally see parents and guardians feeling helpless because they do not know French and are unsure if their children have completed tasks correctly.

For parents who wish to enroll their children in the program and are looking for ways to support them, I recommend they help by building their knowledge of the English alphabet and phonics before they enter Grade 1. If English is not an option, families should encourage the development of those skills in their first language. This will help children immensely in their transition to French immersion. Parents can also seek out other families who are in the same program and create a study group for their children. Children can review concepts, study for tests, and work on projects together in study groups, thus alleviating pressure from the parents. In no time, their children will dive into the French Immersion program and be able to have a good grasp of the French language.

Source:
* “French Immersion.” Toronto District School Board
Math

Smart Pedia Series
MathPedia
For students of Grades 3 – 8

SELLING POINTS
• Canadian curriculum-based content
• An all-in-one reference book to reinforce math concepts for Grades 3 to 8 students
• New and traditional teaching strategies included to help guide children through math homework
• Contents systematically arranged by grade and by topic

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FEATURES
• covers topics from all five math strands including basic operations, fractions and decimals, rate and ratio, unit conversion, geometry, and probability
• simple tricks for mastering math skills that have been taught in school
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Popular Smart Activities Series

Preschool MathSmart Activities

A level-appropriate activity book to help young children learn math in a fun way

FEATURES
• plenty of systematically-developed games and fun activities on math
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Recommending More:
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Kindergarten MathSmart Activities

Learn basic math concepts and develop fine and gross motor skills through fun, play-based activities

FEATURES
• abundant age-appropriate play-based learning activities on basic math concepts
• a board game for children to review what they have learned in a fun way

Recommending More:
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Kindergarten FrenchSmart Activities (Page 37)

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Preschool Math Smart Sticker Activities

A fun activity book that teaches basic math concepts through games and stickers

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• Purposeful play-based learning with sticker activities on simple math concepts
• Encourages creative thinking through working with stickers

SPECIFICATIONS
• Full Colour
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• Carton Quantity: 48

ISBN
978-1-77149-092-4

FEATURES
• plenty of sticker activities for children to learn and develop their math concepts and skills
• interesting colour-and-draw and cut-and-paste activities

Recommending More:
Preschool English Smart Sticker Activities (Page 31)
Preschool French Smart Sticker Activities (Page 36)

Preschool Math Smart Hands-on Activities

A uniquely-designed activity book to help little hands learn math through hands-on activities

SELLING POINTS
• Four sheets of reusable stickers
• Activities that can be used with crayons
• A die-cut handle design

SPECIFICATIONS
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FEATURES
• educational hands-on exercises that help children learn basic math
• an engaging arts and crafts section that allows parents and their children to have fun working together

Recommending More:
Preschool English Smart Hands-on Activities (Page 31)
Preschool French Smart Hands-on Activities (Page 36)
**Preschool MathSmart Story Activities**

An activity book with interesting stories for young children to read and learn math

**SELLING POINTS**
- Basic math concepts introduced in stories to arouse children’s interest in learning math
- Audio clips to sustain their interest in learning

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**FEATURES**
- Simple math concepts introduced through three interesting stories with eye-catching illustrations
- Fun follow-up learning activities
- Audio clips of the stories to strengthen children’s listening and math skills

**RECOMMENDING MORE:**
- Preschool EnglishSmart Story Activities (Page 32)
- Preschool FrenchSmart Story Activities (Page 38)

**Canadian Curriculum MathSmart (Preschool)**

- Fun educational activities to help preschoolers grasp the basic concepts of Math at home and build the essential skills
- Simple activities with eye-catching illustrations to stimulate and sustain preschoolers’ interest in learning

**RECOMMENDING MORE:**
- Canadian Curriculum EnglishSmart (Preschool) (Page 32)
- Canadian Curriculum FrenchSmart (Preschool) (Page 38)
Math

Canadian Curriculum MathSmart
(Grades 1 to 6)

A concise math workbook packed with math practice, explanations, and tips

SELLING POINTS
• Covers all five strands of the Math curriculum: Number Sense and Numeration, Measurement, Geometry and Spatial Sense, Patterning and Algebra, and Data Management and Probability
• Simple definitions of math terms at the beginning of each unit to guide children along
• Plenty of colourful and relevant illustrations, diagrams, and charts to reinforce math concepts

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Grade 3 978-1-927042-12-0
Grade 4 978-1-927042-13-7
Grade 5 978-1-927042-14-4
Grade 6 978-1-927042-15-1

FEATURES
• Canadian curriculum-based content
• Systematic and progressive practice to ensure that children understand the concepts and master the necessary skills
• Step-by-step explanations and math tips to guide children along
• One midway test and one final test for children to review what they have learned
Math

Maths faciles (Grades 1 to 6)

A progressive math workbook for eager French Immersion students

SELLING POINTS
- Covers all five strands of the Math curriculum: Number Sense and Numeration, Measurement, Geometry and Spatial Sense, Patterning and Algebra, and Data Management and Probability
- An overview at the beginning of each unit so students know what they are going to learn
- Information and explanation boxes to guide students through the activities

SPECIFICATIONS
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- 8¼” x 11¼”
- 128 Pages
- Paperback
- Carton Quantity: 36

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3e année 978-1-77149-216-4
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FEATURES
- a curriculum-based workbook designed for French Immersion students
- cover basic math concepts
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- an answer key with concise and easy-to-understand solutions
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- Helps in developing basic math and problem-solving skills in 30 days
- Real-life examples and tip boxes

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- Back-to-school
- March Break

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  - Grades 1-3: 978-1-77149-309-3

**FEATURES**
- A daily schedule for children to follow
- A reusable, wipe-clean math computation card
- Reward stickers
- Completion certificate
English

Popular Smart Activities Series

Preschool EnglishSmart Activities

A comprehensive book that teaches preschoolers basic English concepts and skills in a fun way

FEATURES
• plenty of systematically-developed games and fun activities on English
• a board game and reusable stickers to stimulate children’s interest in learning

Recommended More:
Preschool MathSmart Activities (Page 24)
Preschool FrenchSmart Activities (Page 37)

SELLING POINTS
• A playful learning book with fun activities to use at home and at school
• A variety of engaging activities to maintain children’s interest

SPECIFICATIONS
• Full Colour
• Perfect Bound
• 8¼” x 11¼”
• 144 Pages
• Paperback
• Carton Quantity: 36

ISBN
978-1-77149-066-5

Kindergarten EnglishSmart Activities

Learn basic English concepts and develop fine and gross motor skills through fun, play-based activities

FEATURES
• abundant age-appropriate play-based learning activities on basic English
• a board game for children to review what they have learned in a fun way

Recommended More:
Kindergarten MathSmart Activities (Page 24)
Kindergarten FrenchSmart Activities (Page 37)

SELLING POINTS
• A variety of English topics including the alphabet, rhyming words, adjectives, synonyms, seasons, and more

SPECIFICATIONS
• Full Colour
• Perfect Bound
• 8¼” x 11¼”
• 144 Pages
• Paperback
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ISBN
978-1-77149-166-2
**Preschool EnglishSmart Sticker Activities**

A play-based activity book that teaches basic English concepts and skills through games and stickers

**FEATURES**
- fun sticker activities to learn and develop basic English and foster letter recognition
- interesting colour-and-draw and cut-and-paste activities

**SELLING POINTS**
- Teaches basic English concepts and helps develop motor skills
- Real-life images to make content more relatable to children

**SPECIFICATIONS**
- Full Colour
- 8¼” x 11¼”
- 80 Pages
- Paperback
- Carton Quantity: 48

**ISBN** 978-1-77149-091-7

**Preschool EnglishSmart Hands-on Activities**

A uniquely-designed activity book to help little hands learn the alphabet through fun hands-on activities

**FEATURES**
- educational hands-on exercises that help children learn basic English
- an engaging arts and crafts section that allows parents and their children to have fun working together

**SELLING POINTS**
- Teaches basic English concepts and the alphabet and helps develop motor skills
- Arts and crafts activities that can be assembled with household items

**SPECIFICATIONS**
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**ISBN** 978-1-77149-150-1
Popular Smart Activities Series

Preschool EnglishSmart Story Activities

A fun and interesting story-based activity book for young children to read and learn English

SELLING POINTS
• Story-related learning activities to reinforce English concepts
• Audio clips to help enhance basic word recognition and improve oral and listening skills

SPECIFICATIONS
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Popular Canadian Curriculum Series

Canadian Curriculum EnglishSmart
(Preschool and Kindergarten)

SELLING POINTS
• Canadian curriculum-based activities
• Different types of activities to allow preschoolers to practise fine motor skills and build eye-hand coordination

SPECIFICATIONS
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ISBN
Preschool 978-1-77149-208-9
Kindergarten 978-1-77149-266-9

FEATURES
• fun educational activities to help preschoolers grasp the basic concepts of English at home and build the essential skills
• simple activities with eye-catching illustrations to stimulate and sustain preschoolers’ interest in learning

Recommending More:
Preschool MathSmart Story Activities (Page 26)
Preschool FrenchSmart Story Activities (Page 38)
SELLING POINTS

- Simple definitions of terms and examples at the beginning of each unit to guide children along
- Reading comprehension passages that cover a wide range of interesting and engaging topics

SPECIFICATIONS

- Full Colour
- Perfect Bound
- 8¼" x 11¼"
- 80 Pages
- Paperback
- Carton Quantity: 60

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FEATURES

- Canadian curriculum-based content
- an all-round approach to developing English skills
- systematic practice in reading comprehension, grammar, vocabulary, usage, and writing
- concise explanations with examples provided before practice
**English Smart Tutor Series**

**EnglishSmart Tutor**
(Grades 1 to 6)

An innovative workbook that teaches the way your child would be taught in school

**SELLING POINTS**
- Activities based on Canadian content and themes
- A grammar section to help students build a strong linguistic foundation
- The Smart Tutor providing a brief overview of the topic at the beginning of each unit
- Explanations, definitions, examples, and reminders throughout the units to guide and encourage students’ learning
- Corresponding audio clips to develop and improve oral and listening skills

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**FEATURES**
- Comprehensive tutor sessions
- Easy-to-understand definitions of key concepts with straightforward examples
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French

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*A comprehensive, curriculum-based workbook for new and eager French learners*

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- A conjugation book for easy reference
- English translations to guide parents and children along

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Grade 7  978-1-927042-82-3

**FEATURES**
- Systematically-designed activities
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Preschool French

**Sticker Activities**

*A play-based activity book that teaches simple French words through games and stickers*

**FEATURES**
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- interesting colour-and-draw and cut-and-paste activities

**SPECIFICATIONS**
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- Perfect Bound
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- 80 Pages
- Paperback
- Carton Quantity: 48

**ISBN**
978-1-77149-093-1

**Recommended More:**
Preschool MathSmart Sticker Activities (Page 25)
Preschool EnglishSmart Sticker Activities (Page 31)

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**Preschool FrenchSmart Hands-on Activities**

*A uniquely-designed activity book to help little hands learn French words through hands-on activities*

**FEATURES**
- educational hands-on exercises that help children learn basic French
- an engaging arts and crafts section that allows parents and their children to have fun working together

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**ISBN**
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**Recommended More:**
Preschool MathSmart Hands-on Activities (Page 25)
Preschool EnglishSmart Hands-on Activities (Page 31)
French

**FrenchSmart Activities**
*(Preschool and Kindergarten)*

A comprehensive book that teaches preschoolers simple French words and basic concepts

**SELLING POINTS**
- A playful learning book with fun activities to use at home and at school
- English translations for all French words to guide children along the activities
- A variety of French topics including the alphabet, numbers, days of the week, animals, and more
- A board game and four sheets of stickers to enhance learning

**SPECIFICATIONS**
- Full Colour
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- 8¼” x 11¼”
- 144 Pages
- Paperback
- Carton Quantity: 36

**ISBN**
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- Kindergarten FrenchSmart Activities
  978-1-77149-167-9

**FEATURES**
- plenty of systematically-developed games and fun activities on French
- a board game and reusable stickers to stimulate children’s interest in learning
- plenty of systematically-developed games and fun activities on French
- a board game and reusable stickers to stimulate children’s interest in learning

**Recommended More:**
- Preschool MathSmart Activities (Page 24)
- Preschool EnglishSmart Activities (Page 32)
- Kindergarten MathSmart Activities (Page 24)
- Kindergarten EnglishSmart Activities (Page 32)
**French**

**Preschool FrenchSmart Story Activities**

* A fun and interesting story-based activity book for young children to read and learn French

**SELLING POINTS**
- Simple French words and concepts introduced in stories
- Audio clips to help enhance basic word recognition and improve oral and listening skills

**SPECIFICATIONS**
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**FEATURES**
- introduces basic French through three interesting stories
- fun and engaging follow-up learning activities
- audio clips of the stories to strengthen children’s communication skills

**Recommending More:**
- Preschool MathSmart Story Activities (Page 26)
- Preschool EnglishSmart Story Activities (Page 32)

**Popular Canadian Curriculum Series**

**Canadian Curriculum FrenchSmart**

* (Preschool and Kindergarten)

**SELLING POINTS**
- A variety of French topics including the alphabet, numbers, days of the week, animals, and more
- A board game and four sheets of stickers to enhance learning

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**FEATURES**
- fun educational activities to help preschoolers grasp the basic concepts of French at home and build the essential skills
- simple activities with eye-catching illustrations to stimulate and sustain preschoolers’ interest in learning
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(Grades 4 to 7)

A curriculum-based workbook that encompasses all the French essentials to build strong language skills

**FEATURES**
- activities cover the key areas of learning French

**SELLING POINTS**
- Canadian curriculum-based content
- Word games to help build strong French vocabulary

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- 80 Pages
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- Carton Quantity: 60

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French

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- The Smart Tutor providing a brief overview of the topic at the beginning of each unit
- Explanations, definitions, examples, and reminders throughout the units to guide and encourage students’ learning
- Corresponding audio clips to develop and improve oral and listening skills

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- Perfect Bound
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FEATURES
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French

Popular Canadian Curriculum Series

FrenchSmart
(Grades 4 to 8)

A fun and engaging workbook that teaches children to build skills and confidence in French

SELLING POINTS

- A comprehensive workbook to help children learn French

SPECIFICATIONS

- Full Colour
- Perfect Bound
- 8¾” x 11¾”
- 120 Pages
- Paperback
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ISBN

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FEATURES

- engaging activities covering the key areas in learning French: vocabulary building, grammar, reading, and usage
- illustrations in English to ensure that children learn with confidence

Juvenile Non-fiction
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Complete ScienceSmart (Grades 1 to 8)

An excellent and insightful workbook full of facts and activities that enrich students’ understanding of the scientific world

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FEATURES
- Succinct information to help children master the basic concepts of science and technology
- Science and technology activities relatable to society and the environment
- Help children develop the skills needed for scientific inquiry
Science

ScienceSmart
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A stimulating science workbook that includes activities and facts that expand students’ knowledge

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• Canadian curriculum-based content
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• Engaging activities, worksheets, experiments, and assessments
• A checklist at the end of each unit to keep track of learning progress

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Grade 4 978-1-927042-86-1
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FEATURES
• cover the essentials of elementary science
• concise and interesting information to stimulate children’s natural curiosity
• engaging activities to help children master the basic concepts and develop an interest in learning science

Juvenile Non-fiction Study Aids Science & Nature

Canadian Curriculum Series

CAD$6.99 each
Purpose:

This book aims to consolidate and build science knowledge for students in Grades 1 to 3 and Grades 4 to 6. It features more than 200 grade-appropriate experiments and cool science facts, designed to help children grasp key science concepts and consolidate what they’ve learned in school. Each experiment includes a brief introduction of the topic, a list of materials needed, easy-to-follow steps, and real-life examples to demonstrate the importance of science in daily life.

SELING POINTS:

- Canadian curriculum-based content
- All hands-on experiments require everyday objects and can be done at home by children
- Real-life examples to demonstrate the importance of science in daily life
- Teaches science concepts through Canadian contexts
- Online support to provide more interesting science facts

BEST MARKETING TIME:

- Summer Activity
- Back-to-school
- March Break
- Christmas

SPECIFICATIONS:

- Full Colour
- Section Sewn
- 10 1/2” x 7 1/2”
- 216 Pages
- Hardcover
- Carton Quantity: 14

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<table>
<thead>
<tr>
<th>Integrated Subjects</th>
<th>Math</th>
<th>English</th>
<th>French</th>
<th>Science</th>
<th>Testing Practice</th>
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</thead>
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<tr>
<td>Canadian Curriculum SummerSmart</td>
<td>K-1</td>
<td>1-2</td>
<td>2-3</td>
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### High School Levels

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### Teaching Resources

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<th>JK</th>
<th>SK</th>
<th>G1</th>
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