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InterVarsity Press and Cook Communications Ministries Create Strategic Canadian Distribution Alliance

Downers Grove, IL—InterVarsity Press is pleased to announce an exclusive partnership with Cook Communications Ministries, LTD., of Paris, Ontario for rights to distribute products throughout Canada. This new alliance will strengthen the presence of InterVarsity Press books in Canada and highlight Cook's quality distribution.

Rob Irvine, vice president of sales and operations with Cook in Canada, says,

Cook Canada is honored to be selected as the Canadian partner for a publisher with as fine a reputation as InterVarsity Press. As we begin our work with retailers, churches and academies, our goal is that the quality resources published by IVP will realize an even higher profile within the Canadian market. We trust this will be just the beginning of a strong, mutually beneficial partnership.

This new partnership will begin September 1, 2006. At that time, InterVarsity Press will shift distribution for the Canadian market from R. G. Mitchell of Willowdale, Ontario, to Cook. Jeff Crosby, director of sales and marketing at InterVarsity Press, remarks,

IVP is glad to link arms with Rob Irvine and the staff of Cook as we seek to provide superior products and services to a broad range of markets in Canada. I am confident that Cook's innovative and collaborative model will benefit not only InterVarsity Press but the retailers and churches they serve.

Founded in 1947 as an extension of InterVarsity Christian Fellowship/USA, InterVarsity Press serves those in the university, the church and the world by publishing thoughtful Christian books that equip and encourage people to follow Jesus as Savior and Lord in all of life.

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