

FOR IMMEDIATE RELEASE

Sept. 2nd, 2022

Calling Airdrie babies!

All those born in 2022 to be gifted heirloom art book by two local artists!

AIRDRIE, AB – A second children’s book written and illustrated by two local artists will be published this year in commemoration of babies born in Airdrie.

Genesis Land confirmed Friday it will collaborate with Airdrie Life for a second year in a row to publish an heirloom yearbook featuring all babies born in Airdrie in 2022.

The book will also include the story of Jimmy and the Treehouse, a children’s tale about achieving your dreams with the help of your friends. It will be written by Calgary author Leonor Henriquez and illustrated by Airdrie artist Mackenzie Cox. The duo paired up for the first time, last year, creating Baby Bunny Boing and the Welcome Party.

“These babies are our newest citizens, and we want to commemorate their birth by giving them a lifetime treasure,” says Brendan McCashin, Vice President Land Development for Genesis.

“Many of these babies will grow-up and spend their lives here in Airdrie, living in a Genesis community. This is what community building is all about.”

The book is an adventure story where kindness and friendship are the heroes, says Henriquez. “It’s a story that celebrates nature, as trees are a symbol of growth and abundance,” she said.

“I’m grateful and honoured to be trusted by Airdrie Life and Genesis Land to be part of this beautiful project that celebrates life itself,” said Henriquez. “I hope my words bring smiles to your readers and warmth to their homes.”

The program will officially launch Sept. 6th, with an ad in the Fall issue of Airdrie Life.

To participate, parents of new-born infants are asked to register and submit photos of their babies for inclusion in the complimentary book.

“We hope this year we can do things that we weren’t able to last year, including hosting a book launch and holding a few book readings,” said McCashin.

Stay tuned for more details.

About Genesis

Calgary-based Genesis Land is an award-winning land developer and home builder, creating new communities in southern Alberta. A fundamental value is giving back to the communities it has been building for 30 years, believing that great communities begin with great people. Genesis's sponsorship and advocacy programs support organizations, causes and people who make a difference in their communities.

For more information, or to set up an interview please contact:

Paula Arab, Media Relations Strategist

C: 403.889.9128