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JOHN RALSTON SAUL RECEIVES INAUGURAL GUTENBERG GALAXY AWARD DURING MCLUHAN CENTENARY

Toronto – July 20, 2011 – The McLuhan Legacy Network (MLN) is pleased to announce the presentation of the *Gutenberg Galaxy Award for Career Achievement in Literature & Contribution to the Culture of Canada* to John Ralston Saul on Thursday, July 21, 2011 at the MLN Festival celebration honouring the centenary birth date of Herbert Marshall McLuhan.

“On behalf of the McLuhan Legacy Network, I am very pleased to be able to present *Gutenberg Galaxy Award for Career Achievement in Literature & Contribution to the Culture of Canada* for 2011 to John Ralston Saul,” Prof. Robert Logan, Founding Director of the McLuhan Legacy Network stated.

“Many saw Marshall McLuhan as a prophet of the civilization of his day. More recently, John Ralston Saul has produced a large body of work that examines the state of contemporary civilization and of Canadian values and culture as a new kind of society”, Prof. Logan said. “Through his literary work and his activities to promote understanding of Canadian history, civilization, new Canadians and native peoples, we are all the richer and fairer as a country,” he added.

The Gutenberg Galaxy: The Making of Typographic Man by Marshall McLuhan analyzes the effects of the printing press on world culture and human consciousness. It popularized the term *global village* and *Gutenberg Galaxy* which we may use today to refer to the accumulated body of recorded works of human art and knowledge, especially books.

John Ralston Saul’s prolific literary output has set the presses in motion countless times in the *Gutenberg Galaxy* with his commentaries on the nature of individualism, citizenship and the public good; the failures of societies led by technocrats; the confusion between leadership and managerialism; military strategy, in particular irregular warfare; the role of freedom of speech and culture; and his critique of contemporary economic arguments. Declared a “prophet” by TIME magazine, he is included in the prestigious Utne Reader’s list of the world’s 100 leading thinkers and visionaries. (Biography attached)

The MLN Festival special celebration programme and the presentation of this award to John Ralston Saul will take place at Innis Town Hall located at 2 Sussex Ave. Doors open at 6:30 p.m on Thursday, July 21, Marshall McLuhan’s birthday.

Free of charge. Reserve your tickets at <http://mcluhanfestival-celebration.eventbrite.com>

The inaugural McLuhan Legacy Network Festival (MLN Festival) programme, **Connecting the Visible with the Invisible**, is a multi-disciplinary event that celebrates and explores Marshall McLuhan’s legacy. The MLN Festival, a new collaborative initiative, has gathered visionaries, artists, architects, writers, musicians, academics and technology experts, business brokers and entrepreneurs for a week-long public celebration, exploration and exchange of ideas about the work and ideas of Marshall McLuhan.

The McLuhan Legacy Network Festival is generously supported by contributors including the Faculty of Communication & Design at Ryerson University, MaRs Discovery District, Strategic Innovation Lab (sLab) at the OCAD University; Quebecor Fund, and St. Michael's College at the University of Toronto. The McLuhan Legacy Network would like to acknowledge and thank all their friends and the volunteers for their time, effort and tremendous support.

The McLuhan Legacy Network Festival is generously supported by Festival Sponsors McLuhan100 and the Faculty of Information at the University of Toronto.

About the McLuhan Legacy Network

The McLuhan Legacy Network (MLN) is a not-for-profit organization whose vision is to present local, national and international programming dedicated to celebrate Herbert Marshall McLuhan's legacy, restore and foster the community of McLuhan scholars and support McLuhan legacy projects.

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