

Max Juby “Books in Schools” Program

This program provides an opportunity for **Exploration and Mining Companies** to **build a culture of awareness** of the important **role of prospecting in Canada's mining history**, particularly in its remote northern regions. Prospectors, who braved extreme conditions in an inspired quest for gold and precious metals in all the provinces and territories.

Many of our older generation were entertained by the writings of authors like Robert Service and Jack London about the Yukon and the Klondike Gold Rushes. There is **little appreciation, however, for the post World War II era of prospecting in Canada's North**, which involved new technologies like float planes, helicopters, and a variety of geophysical tools. **Max Juby's books bridge this gap** to help today's children gain insight and understanding into prospecting activities in more recent times.

The program **donates Max Juby's books to school libraries** across northern Canadian mining regions, including the territories. This makes material readily available to schools with limited budgets, especially for works of local interest. The supply of books is made possible **through the generosity of sponsoring companies** who wish to give back to the communities where they operate.

Our "Books in Schools" program is based upon a **strong belief in Resource Development and Protection of the Environment** and educating people as to how that can be achieved in a sensible, sustainable manner. One of the most effective ways of accomplishing this is to get the message to the younger generations, focussing on middle schools. This is the theme we are trying to express to the public in describing the background of Max and his life as a Prospector.



About Maxton Lloyd (“Max”) Juby

Max Juby was born in 1931 on a Quebec farm and graduated from McGill University. Most of his professional life was spent **prospecting and exploring for gold and other minerals**; this involved extensive travel and lengthy periods of time in and around small mining towns across Northern Canada (the "bush"). **His principal employer was well-known Canadian mining entrepreneur J.P. (Pat) Sheridan Sr.** Max is now retired and lives in Montreal with family.

In 1979, Max discovered his writing bug and has since **written over 800 poems**, some published on Poetry.com and some compiled in 12 books. He has **written over 7,000 songs**, singing and performing some 280 of them in various locations including Reno and on YouTube. Max has had his **MaxJuby.com website** for 2 years and today, at age 91, continues his prolific production by writing two or three new songs every single day.

Sponsors' Benefits



All sponsors will select their desired community and receive official recognition for their donations from the school administrators. Each book has a **gold sticker embossed with the sponsor's name**.

A tax receipt for the full contribution will be provided. *We do not have a tax number to provide a personal tax deductibility for individuals.*

See MaxJuby.com for more details

