

303824 CAN Mem Cap 2024 9x12.indd 1 4/3/2024 10:09:56 AM



Indigenous celebrities, which revealed she had been born in Massachusetts to white parents not, as Sainte-Marie long claimed, in Saskatchewan to Cree parents. A popular figure since the 1960s, not only for her award-winning musical career but also for her promotion and support of Indigenous culture and rights, Sainte-Marie originally stood by her claims, then later

removed all references to her Cree ancestry from her website.

FAREWELL

Filmmaker Norman Jewison was well known for films examining social and political issues, including In the Heat of the Night, Fiddler on the Roof and Moonstruck. He died in January at the age of 97. Other notable Canadians who passed away include artist Michael Snow, actor and writer Gordon Pinsent, singer-songwriter Gordon Lightfoot, journalist and author Peter C. Newman, TV producer Marty Krofft, mens' wear retailer Harry Rosen, former NDP leader Ed Broadbent and McDonald's Canada founder George Cohon

February due to data security concerns. The European Union undertook a similar ban a week earlier, and the U.S., which has 150 million monthly active TikTok users, issued its own ban the previous year.

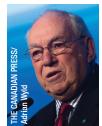














Gordon Lightfoot is best known for his song "The Wreck of the Edmund Fitzgerald." This haunting ballad tells the story of the tragic sinking of the SS Edmund Fitzgerald in Lake Superior during a storm on November 10, 1975, with the loss of the entire crew of 29 men.

303824 CAN Mem Cap 2024 9x12.indd 2 4/3/2024 10:10:03 AM



AP Photo/Kin Cheung

PM SPLIT

Prime Minister Justin Trudeau and his wife, Sophie, announced in August that they were separating after 18 years of marriage. The prime minister said that the couple had many meaningful and difficult conversations about their relationship leading up to their formal separation. They said they would both remain a strong presence in the lives of their three children.

WE'RE NO. 2!

In September, U.S. News named Canada the secondbest country in the world, behind Switzerland and ahead of Sweden, Australia, the United States and Japan. The ranking was based on a survey of 17,000 global citizens and examined 87 countries. Power, cultural influence, heritage and social purpose were taken into account.

ELECTION INTERFERENCE

In September, the Liberal government launched an investigation into possible foreign interference in the 2019 and 2021 elections by China and Russia, among other countries. The inquiry was demanded by the opposition Conservative party after intelligence documents were leaked suggesting China had worked to support the Liberals.

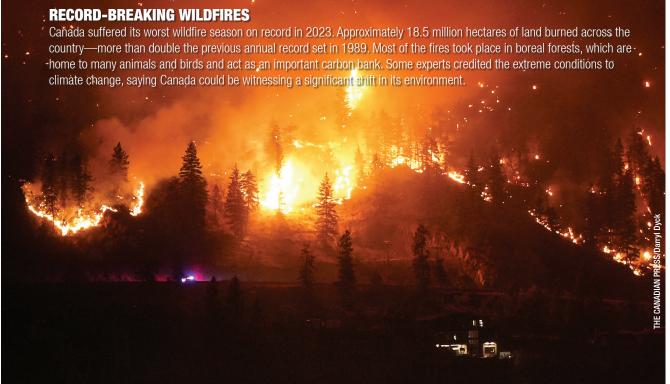




Meta AP Photo/Thibault Camus, File

STOP THE PRESSES

Meta, the company behind Facebook and Instagram, began blocking news articles on the social media platforms in August. The move came as a result of legislation requiring tech companies to pay news outlets for content that appears on their platforms. Meta said the new law misunderstood that news outlets financially benefit from appearing on social media platforms, not the other way around. Google originally planned to follow suit but in November agreed to pay for content.



MASS DIGITAL MERGER

Telecommunication giants Rogers and Shaw merged in April 2023, after Rogers completed the \$26-million purchase of Alberta-based Shaw. Originally announced in 2021, the deal saw pushback on several fronts—in particular from the Competition Bureau, which argued the merger would lessen wireless competition across the country. In August, the Competition Tribunal ordered the bureau to pay \$13 million to Rogers and Shaw in damages for its lengthy, and eventually failed, court battle to block the sale.

303824 CAN Mem Cap 2024 9x12.indd 3 4/3/2024 10:10:07 AM





TAKING SIDES

On October 7, a Hamas-led Palestinian military launched a surprise missile and ground assault on southern Israel from the Gaza Strip, killing more than 1,000 people. The group claimed its attack was due to Israeli occupation of Palestinian territories. Israel declared a state of war, attacking Gaza and killing more than 28,000 Palestinians in its efforts to destroy Hamas. Protests and calls for a ceasefire have since taken place around the world.



ROYAL CANCER SCARE

Britain's newly crowned King
Charles has been diagnosed with
cancer and immediately began
regular treatments. More than 20
million people watched Charles'
televised coronation ceremony
the previous May, which was
estimated to have cost anywhere
from 50 to 250 million pounds.
Charles' wife, Camilla, was
crowned



from November 1939 to March 1940. Finnish public opinion for joining had been low but swung in favor following Russia's 2022

invasion of Ukraine.

/Susan Walsh, Pool

PENSION PROTEST

More than a million French citizens took to the streets in March to protest President Emmanuel Macron's plan to raise the country's legal retirement age from 62 to 64. Labor unions walked off the job in protest, bringing much of the country to a standstill. Macron's plan was meant to address an estimated pension shortfall brought on by increased life expectancies. Previously, France's retirement age was raised from 60 in 2010.

303824 CAN Mem Cap 2024 9x12.indd 4 4/3/2024 10:10:11 AM

THE WAR CONTINUES

Russia's invasion of Ukraine continued. By August, the total number killed on both sides since the war began in 2022 had grown to nearly 500,000. In June, the private Russian military group Wagner staged a rebellion against Russia's Ministry of Defence, with the group's leader, Yevgeny Prigozhin, stating President Vladimir Putin's justifications for the war against Ukraine were false. Prigozhin and other Wagner leaders were killed in a plane crash



COVID'S DOWNWARD TREND

In May, the World Health Organization (WHO) declared an end to the COVID-19 global health emergency. The organization stressed that the new status was not meant to imply the disease was no longer a threat, only that increased immunity and decreased death rates had put the pandemic on a downward trend. COVID-19 was first declared a global emergency by WHO in January 2020.

TUNNEL WORKERS FREED

Forty-one construction workers who became trapped in a collapsed mountain tunnel in India were freed after 17 days in November. The workers were pulled to safety through welded pipes the rescuers had been using to remove dirt and rocks from the tunnel. The tunnel collapsed when a landslide caused a portion to cave in 650 feet from the entrance.

CLIMATE CHANGES

According to the National Centers for Environmental Information, 2023 was the hottest year globally and fifth hottest year in the contiguous U.S. The average temperature was 2.4 degrees Fahrenheit warmer than the 20th-century average, with 35 states experiencing one of their top 10 hottest years to date. Some areas saw record-breaking rain and snowfall, resulting in severe storms



and flooding, while others experienced severe drought. The year also saw 28 individual billion-dollar climate- and weather-related disasters—the highest number in 44 years.

A QUAKE FOR THE AGES

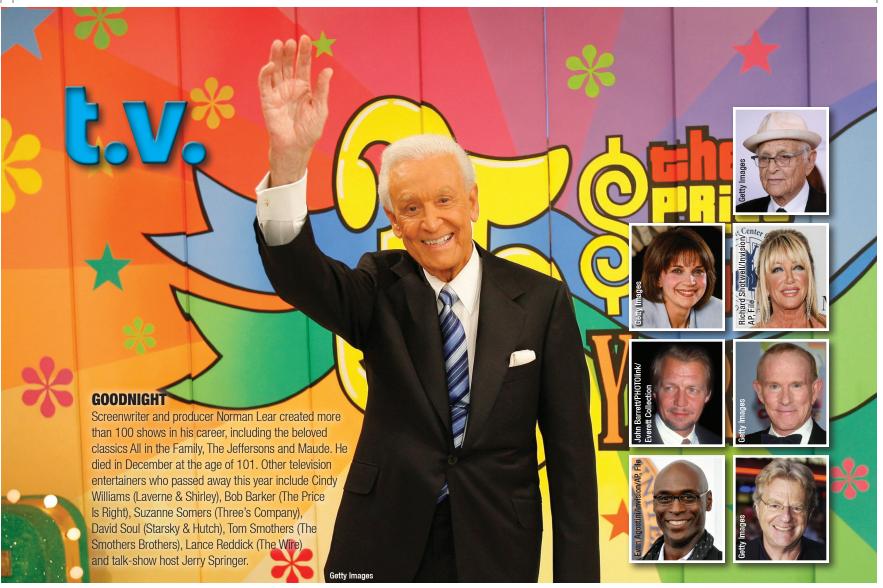
A massive earthquake struck central Turkey and parts of Syria in February, which was quickly followed by a second quake of near equal magnitude. Damage was widespread, with more than three million left homeless and over 50,000 killed. It was the largest earthquake in Turkey since 1939 and the deadliest in the area since 526 CE.







4/3/2024 10:10:14 AM 303824 CAN Mem Cap 2024 9x12.indd 5



REBRAND TO THE MAX

Warner Brothers Discovery rebranded its streaming service in May, dropping the "HBO" from HBO Max. The company said the move was an attempt to give the service a more family-friendly vibe and showcase its broad range of content, which, along with HBO titles and shows from the Discovery Channel, includes 35,000 hours of programming.



STREAM-FLATION

Netflix, Disney+, Apple TV+ and Hulu all significantly raised their subscription prices in an attempt to increase revenues. In many cases, the streamers did away with previous ad-free plans and introduced new, cheaper plans alongside higher-priced tiers. Netflix and Disney also began cracking down on password sharing.



Outstanding Comedy: The Bear Outstanding Drama: Succession

Outstanding Scripted Variety Series: Last Week Tonight With John Oliver Outstanding Actor in a Comedy: Jeremy Allen White (The Bear)







ORIGINAL STREAMED TV SHOWS OF 2023 1. TED LASSO **6. TOM CLANCY'S JACK RYAN** 2. THE NIGHT AGENT 7. GABBY'S DOLLHOUSE 3. GINNY & GEORGIA 8. THE MANDALORIAN 4. VIRGIN RIVER 9. OUTER BANKS 5. LOVE IS BLIND **10. THE LINCOLN LAWYER**

303824 CAN Mem Cap 2024 9x12.indd 6 4/3/2024 10:10:24 AM

TAYLOR + TRAVIS

Following months of speculation, fans confirmed that singer Taylor Swift and NFL star Travis Kelce were an item, when Swift was spotted cheering on the Kansas City Chiefs tight end alongside his mother at a game in September. Swift, whose dating life has become a hot topic in both the media and her songs, later admitted the two had been dating since the summer, when Kelce expressed his interest in her on a podcast.





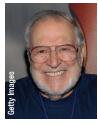




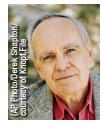












SIGNING OFF

Throughout her 50-plus-year music career, Tina Turner entertained with a fiery energy that earned her the title the Queen of Rock 'n' Roll. She died in May at the age of 83. Other entertainers who passed away this year include Matthew Perry (Friends), Lisa Marie Presley (daughter of Elvis), Paul Reubens (Pee-wee Herman), Toby Keith (country singer), Carl Weathers (Rocky), Jimmy Buffet (singer-songwriter), John Romita (Spider-Man artist) and Cormac McCarthy (The Road).

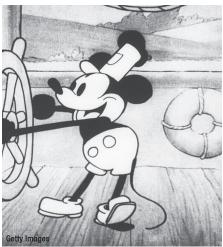


Beginning in May, Hollywood's writers went on a labor strike that lasted 148 days. Their walkout was joined in July by a strike of Hollywood's actors, marking the first time since 1960 both unions had been at the picket line at the same time. Hot button issues included the prevention of artificial intelligence from replacing writers and actors, and improved compensation from streaming services. Film and television production ground to a halt, altering movie schedules and delaying the fall TV season. Agreements were reached with both unions by the end of 2023.



MICKEY MOUSE FOR ALL

Following two copyright law extensions that allowed the Walt Disney Company to retain exclusive rights to its signature mascot for an additional 40 years, 95-year-old Mickey Mouse's copyright protection finally expired in January, putting the earliest version of the character in the public domain. Anyone in the U.S. can now use the character without infringement, as evidenced by the trailer for a Mickey-themed horror movie that was quickly released upon expiration.



TOP TRENDING YOUTUBE **VIDEOS OF 2023**

- "Baby Shark Dance" Pinkfong
- "Despacito" Luis Fonsi
- "Johny Johny Yes Papa" LooLoo Kids
- "Bath Song" Cocomelon "Shape of You" Ed Sheeran



303824 CAN Mem Cap 2024 9x12.indd 7 4/3/2024 10:10:30 AM



VEGAS GETS GLITZIER

Sphere, a 366-foot-high, 18,600-seat auditorium featuring a 16K resolution wraparound screen, opened just outside the Las Vegas Strip in September. U2 kicked off the inaugural show with the first night of a planned 40-show residency. Sphere's exterior is also made of a wraparound screen, allowing it to be seen in various forms from afar. Built at a cost of \$2.3 billion, it's Vegas's most expensive building and the largest sphere structure in the world.



TOP 10 SELLING VINYL ALBUMS OF 2023 IN U.S.

- 1. 1989 (Taylor's Version) Taylor Swift
- 2. Speak Now (Taylor's Version) Taylor Swift
- 3. Midnights Taylor Swift
- 4. Utopia Travis Scott
- 5. Folklore Taylor Swift
- 6. Guts Olivia Rodrigo
- 7. Lover Taylor Swift
- 8. Did You Know That There's a Tunnel Under Ocean Blvd – Lana Del Rey
- 9. Rumours Fleetwood Mac
- 10. Born to Die Lana Del Rey



THE END

Surviving Beatles Paul McCartney and Ringo Starr released what was billed as the group's final song in November. "Now and Then," which featured tracks by late Beatles John Lennon and George Harrison, arrived 53 years after the group disbanded and 60 years after the band's famous Ed Sullivan Show appearance, which kicked off Beatlemania in America. Its video received eight million views on YouTube within two hours of release.

303824 CAN Mem Cap 2024 9x12.indd 8 4/3/2024 10:10:34 AM



IOST STREAMED SONGS GLOBALLY



Flowers Miley Cyrus



Kill Bill SZA



As It Was Harry Styles



SevenJung Kook (feat. Latto)



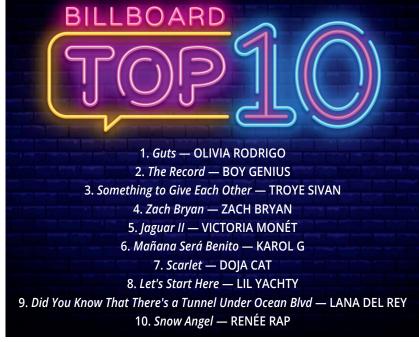
Ella Baila Sola Eslabon Armado, Peso

THE TAYLOR SWIFT

Taylor Swift's Eras Tour, which played 151 shows across five continents, became the highest grossing tour of all time, as well as the first to earn more than \$1 billion in revenue. The tour broke the previous U.S. record of most tickets sold in a single day (\$2.4 million) and the filmed version of the tour quickly became the highest-grossing concert film ever. Swift ended 2023 by breaking Elvis Presley's record for most weeks at number one by a solo artist on the Billboard 200 chart and began 2024 surpassing the record for the most Grammy Album of the Year wins.







303824 CAN Mem Cap 2024 9x12.indd 9 4/3/2024 10:10:38 AM



303824 CAN Mem Cap 2024 9x12.indd 10 4/3/2024 10:10:50 AM

UNLIKELY COUPLE

When Barbie and Oppenheimer were released on the same day in July, they created a boxoffice phenomenon. "Barbenheimer" was the movie event of the year, as viewers flocked to see an unlikely double bill of stories based on a popular Mattel doll and the father of the atomic bomb, respectively. Both films were among the highest grossing films of 2023, earning a combined 21 Oscar nominations. Barbie's Greta Gerwig also became the first solo female to direct a billion-dollar movie.

STAR WARS BACK IN HYPERDRIVE

After several big-screen missteps that saw the Star Wars universe confined to the small screen for four years, the Disney-owned property finally announced a plan to return to theaters. One upcoming movie will focus on the popular

Mandalorian character and his ward, Grogu, while another will see the return of Rey, a lead from the sequel trilogy.

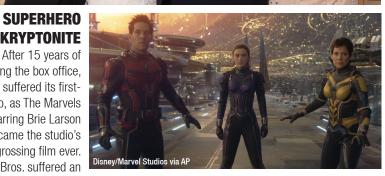


2023 ACADEMY AWARD WINNERS

Best Picture: Everything Everywhere All at Once Best Director: Daniel Kwan, Daniel Scheinert (Everything Everywhere All at Once) Best Actor: Brendan Fraser (The Whale) Best Actress: Michelle Yeoh (Everything Everywhere All at Once)

Best Supporting Actor: Ke Huy Quan (Everything Everywhere All at Once)

Best Supporting Actress: Jamie Lee Curtis (Everything Everywhere All at Once)



KRYPTONITE After 15 years of

Getty Images

dominating the box office, Marvel suffered its firstever bomb, as The Marvels starring Brie Larson became the studio's lowest-grossing film ever. Warner Bros. suffered an

equal fate when The Flash—a movie hyped for the return of Michael Keaton's Batman lost the studio \$200 million. Whether movie-goers were tired of watching spandex-clad heroes save the universe or their storylines ran out of steam was a topic of much debate.



HOLLYWOOD TURNS 100

It was a centennial year for several of Hollywood's biggest symbols, including the Hollywood sign. Originally a real-estate advertisement, Los Angeles' most famous icon was almost torn down in 1949 due to its state of disrepair but instead it was restored and declared a landmark. Two movie studios also turned 100 in 2023: Warner Bros. and Disney, the respective homes of Looney Tunes and Mickey Mouse.

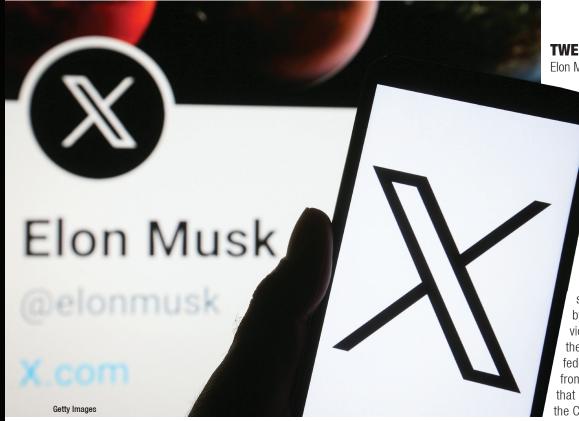


1. Barbie \$636 million 2. The Super Mario Bros. Movie \$575 million 3. Spider-Man: Across the Spider-Verse \$381 million 4. Guardians of the Galaxy Vol. 3 \$359 million 5. Oppenheimer \$326 million 6. The Little Mermaid \$298 million 7. Avatar: The Way of Water \$238 million 8. Ant-Man and the Wasp: Quantumania \$215 million 9. John Wick: Chapter 4 \$187 million 10. Sound of Freedom \$184 million

4/3/2024 10:10:58 AM 303824 CAN Mem Cap 2024 9x12.indd 11



303824 CAN Mem Cap 2024 9x12.indd 12 4/3/2024 10:11:05 AM



TWEET STORM

Elon Musk stepped down as Twitter's CEO in June, abiding by the results of a user poll showing ongoing discontent with his reign over the social media platform. Still, Musk continued making major decisions regarding Twitter's day-to-day operations—most notably, a complete rebranding of the platform as X. In the first year of Musk's ownership, X usership was down 15 percent, and the platform lost more than half its value.

MONTANA BANS TIKTOK

In May 2023, Montana became the first state to pass legislation banning the use of popular Chinese-based video app TikTok. The law was set to take effect in January but was blocked by a federal judge who claimed the ban likely violated First Amendment rights. By March 2024, the ban was still under appeal by the state. The federal government had already banned the app from all government-owned devices over worries that U.S. user information was being passed on to the Chinese government.

SETBACKS IN SPACE

SpaceX's Starship rocket exploded eight minutes into a November test flight that was to see it partially circle the globe and ditch into the Pacific Ocean. Despite the setback, the test was deemed more successful than an initial test undertaken the previous April. The 400-foot rocket is the largest ever built and is expected to fly NASA astronauts to the moon by 2026 and, eventually, to Mars. A third test was planned for March 2024.







AI FEARS

Artificial intelligence (AI) went mainstream in 2023 with the release of GPT-4, a language model created by OpenAI that can generate text similar to human speech in ways far superior to any previous software. Fear surrounding the possibilities of AI being detrimental to humanity was one of the rumored reasons OpenAI removed co-founder and CEO Sam Altman from the company in November. However, a staff revolt (and a job offer to Altman from Microsoft) led to his reinstatement days later.

303824 CAN Mem Cap 2024 9x12.indd 13 4/3/2024 10:11:10 AM





Lionel Messi, one of the greatest soccer players of all time, signed to the MLS soccer league's Inter Miami team in July, bringing him to the United States after a long career in Europe. Messi was the longtime leader of Argentina's national football team, winning the World Cup with them in 2022, while also personally being awarded the adidas Golden Ball for the FIFA World Cup for a record-

setting second time.



In June, the PGA Tour announced it would merge with LIV Golf, a Saudi-backed upstart with a more laid-back approach than the long-established PGA. LIV Golf was founded in 2021 and quickly began luring players away from the PGA, causing a major divide in the golf world. Many players said they felt betrayed by the merger.



RECORD BREAKER

Lakers forward LeBron James broke the all-time NBA scoring record in February. His career total at the time was 38,388, breaking the previous record set in 1984 by Kareem Abdul-Jabbar, who was on hand to witness the passing of the torch. James has since passed the 39,000 mark and is well on his way to 40,000.

FAREWELL

Dick Butkus was not only a strong linebacker for the Chicago Bears, but an accomplished sports commentator and actor. He died in October at the age of 80. Other athletes who passed away this year include MLB all-star Joe Pepitone, hockey legend Guy Lafleur, track-and-field athlete Tori Bowie and the first Jamaican WNBA player Simone Edwards.











4/3/2024 10:11:19 AM 303824 CAN Mem Cap 2024 9x12.indd 14



NEW LEAGUE DEBUT

The newly inaugurated, highly anticipated Professional Women's Hockey League played its first game in January. Toronto's rival team New York (teams in the new league were still unnamed) won the game 4-0, with Ella Shelton scoring the league's first-ever goal. The six-team league, which was established after the collapse of the Canadian Women's Hockey League in 2019, planned an initial 24-game season.

CANADA'S FIRST KING CUP

The Canadian women's tennis team won its first Billie Jean King Cup in November. Canada triumphed over Italy 2-0 in the final, with players Marina Stakusic and Leylah Annie Fernandez winning straightset singles events. Awarded since 1963, the Billie Jean King Cup is the premier international women's tennis team cup.



CANADA'S RETURN TO THE TOP

In August, Nick Taylor became the first golfer from Canada to win the Canadian Open in 69 years, beating Tommy Fleetwood on the fourth playoff hole. The last Canadian to win the Open was Pat Fletcher (who was actually born in England) in 1954. The only winner to previously win for Canada was Karl Keffer, who won in 1909 and 1914.



AROP

runner from Edmonton, Marco Arop, was the first Canadian to win gold in the men's 800 metres at the World Athletics Championships in August. He spent the entire first of the two-lap race in last place but pulled ahead early in the final lap to secure victory. His time was 1:43:30—the third-best time in the world this year. AP Photo/Petr David Josek

FIBA SCORE

In September, Canada won its first-ever medal at the FIBA Men's Basketball World Cup. Team Canada beat the United States in the overtime bronze medal game, 127-118. Canada's Dillon Brooks scored 39 points alone—the most ever scored by a single player in a medal-winning FIBA competition.





ALOUETTES DOMINATE

The Montreal Alouettes won football's Grey Cup 28-24 in a November match against the Winnipeg Blue Bombers. Hosted at Tim Hortons field in Hamilton, it was the team's first Grey Cup win in 13 years.

2023 CHAMPIONSHIP WINS

World Series: Texas Rangers (over the Arizona Diamondbacks)

Super Bowl: Kansas City Chiefs (over the San Francisco 49ers)

NBA Final: Denver Nuggets (over the Miami Heat)

Stanley Cup: Vegas Golden Knights (over the Florida Panthers)

303824 CAN Mem Cap 2024 9x12.indd 15 4/3/2024 10:11:31 AM





STAMPING OUT DISEASE

Six nations eliminated what the World Health Organization (WHO) refer to as "neglected tropical diseases" in 2023. The diseases in question usually affect those living in poverty, in countries with few resources. In the early 2000s, the WHO began a program to stamp out 21 such diseases, which affect more than a billion people worldwide.

> A (DELAYED) TRIP TO THE

The first planned manned moon landing in half a century, originally slated for

MOON



ARE WE ALONE?

In a July congressional hearing on Unidentified Flying Objects (UFOs), former air force officer David Grusch engineering recovered air vessels, but had recovered non-human biological matter from UFO crash sites. Grusch further claimed the government has been

BLACK HOLE IN THE SUN

In December, NASA released photos of a massive hole that had formed on the surface of the sun. The coronal hole was estimated to be the size of 60 Earths and are not considered uncommon, but they can interfere with radio signals. Thankfully, they are usually temporary.



claimed the government was not only reverse-

aware of non-human activities since the 1930s.

4/3/2024 10:11:36 AM 303824 CAN Mem Cap 2024 9x12.indd 16