



For Immediate Release:

No Tall Tale: The Telling Tales Festival is the Most Fun a Kid can have in September!

Monday, June 4, 2012 (Hamilton): Where's the coolest place to be this September? Telling Tales: the hottest family literary festival in Canada. Now in its fourth-straight award-winning year, The Telling Tales Festival is back. And it's no tall tale to say it will be bigger and better than ever. More authors, more illustrators, more storytellers. And lots more family fun. After all, thousands of happy kids and their parents can't be wrong.

Susan Jasper, founder and chair of the festival, says she expects the crowds this year for the all-day event to hit 7,000.

"We've had a lot of help. The authors and illustrators have been magnificent", said Jasper. "And every year our sponsors have been incredible. They've really set down roots with us that will help grow our festival year by year. But it couldn't happen without the enthusiasm of the kids plus a roster of really extraordinary talent."

The fourth annual Telling Tales Festival will take place on Sunday, September 16, 2012, at the very picturesque and historic Westfield Heritage Village in Rockton, Ontario. Rain or shine! Admission is free, but donations to literacy are welcome. Check out the festival website (www.tellingtales.org) for details and watch for our posts on Twitter and Facebook.

As always, Telling Tales will feature a gigantic buffet of Canada's richest literary talent. Kids are encouraged to meet their favourite authors, illustrators, storytellers and musicians. Meet Erin Bow, Annika Dunklee, Deborah Ellis, Cary Fagan, Natalie Hyde, Marthe Jocelyn, Lynne Kittredge-Fox, Lesley Livingston, Norah McClintock, Ruth Ohi Gillian O'Reilly, Richard Scrimger, Marsha Skrypuch, Ted Staunton, Kevin Sylvester, Vikki VanSickle; musicians Rob Blunsdon, Jude Johnson, Gary Sault, Turkey Rhubarb; and storyteller Rita Cox.

To help make the experience even more fun, parents are encouraged to support kids reading up on their favourite authors, and finding new ones to love, by checking out the Telling Tales Summer Reading List. A selection of the presenters' current and backlist titles will be posted at www.tellingtales.org in the coming weeks.

It's all about a day the whole family can enjoy. A day to experience the joy of history, stories, and music coming alive!

And what better way to feel words come alive than by tagging along with actors who will be costumed as famous – or infamous – literary characters like Alice from *Alice in Wonderland* or Captain Hook from *Peter Pan*. In fact, why not come dressed up as *your* favourite literary character?

New this year:

- The Hamilton Public Library will be on scene with staff members in its giant Bookmobile to help kids sign up for library cards. The message is: It's not just a library card. It's your private passport to your imagination

Back by popular demand:

- Both the Hamilton public and Catholic school boards are committed to boosting

attendance by offering free transportation and lunch to our visitors from select schools. Once again we expect to be able to give over 1,500 of these special guests a wonderfully unique and memorable family experience – complete with free lunch and tokens for books at the Telling Tales Book Swap and Shop

Did you know?

- Since its inception in 2009 the festival has donated \$50,000 to Hamilton-based literacy projects
- More than 15,000 Hamilton-area children and their families have made the festival their annual highlight. And the word has spread! Telling Tales draws more and more fans from the Greater Toronto Area, the Golden Horseshoe, and the communities of Guelph, Cambridge, and Kitchener–Waterloo
- Because of the festival’s commitment to promoting literacy amongst our children, each year the roster of generous corporate and community-based sponsors and partners increases, making the festival a true community-based outreach event
- Telling Tales won the 2010 Tourism Hamilton “Award of Excellence for Medium Festival of the Year.” and received Honorable Mention in the “Rookie-of-the-Year” category
- Telling Tales was named “Recipient of a Rotary International Zone Award” for a project that “builds community and bridges continents”
- Telling Tales was a winner of the “FEO Top 100 Festivals of Ontario 2011 Award”

Our Mission is to build a national festival that promotes children’s stories, music and a

love of reading, while raising awareness and support for literacy in our community. We are hugely grateful to the many generous sponsors, partners, and volunteers who have jumped on board to help make that dream a reality.

Susan Jasper commented: “We are very proud of our community and the sponsors that have been so supportive. Inspiring a love of reading is so important, but mostly this is just a lot of fun.”

The Telling Tales Festival extends special thanks to our Telling Tales Festival co-hosts, The Hamilton Conservation Authority, The Hamilton Public Library, Rotary and Westfield Heritage Village; our platinum sponsors TD Bank Group and a collaborative group of local Rotary Clubs; our media partners CHCH Television, Corus Entertainment (900 CHML, Vinyl 95.3 and Y108), Momstown, and *The Hamilton Spectator*; plus an ever-growing list of financial sponsors, community partners, and in-kind sponsors that you will find listed at www.tellingtales.org.

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