



Telling Tales 2013 Festival Backgrounder

Mission: To build a national festival that promotes children's stories and music and a love of reading, while raising awareness and support for literacy in our community.

Day and Time: The 2013 Telling Tales Festival takes place on Sunday, September 15th from 10:00 a.m. until 4:00 p.m. at Westfield Heritage Village in Rockton, Ontario.

Background Details:

Celebrating its fifth anniversary in 2013, the Telling Tales Festival features more than 20 of Canada's leading children's authors, illustrators, storytellers, and musicians specially chosen for their engaging and interactive presentations. Festival guests have the opportunity to meet these stellar presenters, get their autographs, and chat with costumed historical and present-day literary characters that will be roaming the village throughout the day. Other attractions include a Giant Book Swap and Shop, an on-site tent to purchase festival presenters' works by Bryan Prince Bookseller, a children's activity centre, plus contests and prizes. The Telling Tales Festival is inspired by Rotary International's emphasis on the importance of literacy in our society. An estimated 7,000 children and their families will visit Telling Tales this year. Both the Hamilton public and Catholic school boards are committed to assisting everyone to attend by offering free transportation and lunch to our visitors from high priority schools. Once again we expect to bring over 1,400 of these special guests to enjoy this wonderfully unique and memorable experience.

Recognition for Telling Tales: Winner of Hamilton's Adult Basic Education Association's 2013 Agency Early Literacy Education Award, which recognizes excellence by an agency involved in early literacy education; named one of 100 top festivals by Festival and Events Ontario in 2011 and 2012; winner of the 2010 Tourism Hamilton Award of Excellence for Medium Festival of the Year; and recipient of a Rotary International Zone Award for a project that "builds community and bridges continents."

Summer Reading Campaign: In partnership with festival co-host, the Hamilton Public Library, feature presenters are highlighted all summer long through the Summer Reading Campaign, drawing together the surrounding communities of Hamilton, Burlington, and the Golden Horseshoe, Brantford, Milton, Guelph, Cambridge, Kitchener-Waterloo, and London, with a combined population of 1,500,000 people. Details at www.tellingtales.org

Telling Tales is the true story of a whole community working together to raise readers—with over 20 volunteers working year 'round and over 350 volunteers on the festival weekend.

For further details, please contact:

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