



For Immediate Release:

Telling Tales Festival “Book Swap and Shop” is so much fun, you’d be a “loon” to miss out on it!

September 7, 2012 (Hamilton, ON): It’s no secret that the Telling Tales Festival is all about celebrating the joy of reading. But did you know you can help us spread the word?

Here are two ways that we can all help spread the love of reading to children of all ages:

First: Are your kids’ books just sitting on the shelf gathering dust? Why not bring them to the Festival and drop them off at our “Book Swap and Shop” tent. For every book brought to the tent, the child can swap it in for another. Who knew recycling could be so easy and so much fun!

Second: Telling Tales will still accept your donations of gently used children’s books at handy drop-off locations around the city. Bring your board books, picture books, hardcovers and paperbacks, from early readers to young adult titles – all are welcome. It is never too early – or too late – to start a child on the path to literacy.

It is easy to participate in advance and on site. Bring your gently-used children’s books to the Telling Tales Book Swap and Shop tent on the day of the festival, or to any of these handy drop-off locations until Friday, September 14th:

- **Boys and Girls Club of Hamilton**, 45 Ellis Avenue, Hamilton
- **Bryan Prince Bookseller**, 1060 King Street West, Hamilton
- **Hamilton YMCA Downtown**, 79 James Street South, Jackson Street childcare entrance

Right at the festival venue:

- **Westfield Heritage Village**, 1049 Kirkwall Road (Regional Road 552)

Large quantities of gently-used children’s books can be dropped off at Westfield Heritage Village up to September 15th, but must be clearly marked “Telling Tales Book Swap and Shop.”

The Festival takes place on Sunday, September 16, 2012, at Westfield Heritage Village in Rockton, Ontario. Rain or Shine. Don’t forget your lawn chair or blanket.

The Telling Tales Festival will feature a gigantic buffet of Canada’s richest literary, artistic, and musical talent. Kids are encouraged to meet and chat with authors **Erin Bow**, **Annika Dunklee**, **Deborah Ellis**, **Cary Fagan**, **Natalie Hyde**, **Marthe Jocelyn**, **Lynn Kittredge-Fox**, **Lesley**

Livingston, Norah McClintock, Ruth Ohi, Gillian O'Reilly, Richard Scrimger, Marsha Skrypuch, Ted Staunton, Kevin Sylvester, and Vikki VanSickle; musicians **Rob Blunsdon, Jude Johnson,** and **TURKEY Rhubarb;** and storytellers **Rita Cox** and **Garry Sault.** There are also plenty of activities for younger children – something for every age.

The Telling Tales Festival has become a beloved Hamilton tradition that truly celebrates enjoying books together. But it's not just about having fun. 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 who have jumped on board to help make that dream a reality: our 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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