



For Immediate Release:

The End of Summer Means Only One Thing: The Telling Tales Festival is Almost Here!

September 6, 2012 (Hamilton, ON): TD Canadian Children's Literature Award nominees Shane Peacock and Deborah Ellis are just two of the more than twenty outstanding, award-winning authors, illustrators, storytellers and musicians highlighting this year's lineup of the fourth-annual Telling Tales Festival. Summer may over, but what better way to put a smile back on everyone's face than a day full of fun and music and theatre that everyone can enjoy?

And it's absolutely free! Donations to literacy gratefully accepted. Funds will be donated to local literacy projects.

The festival takes place on Sunday, September 16, 2012, at the very picturesque and historic Westfield Heritage Village in Rockton, Ontario. Rain or Shine. Park for free at Rockton Fairgrounds and take the free shuttle, courtesy of Hillfield Strathallan College, to the event.

As always, 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 Blunson, 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.

And what better surroundings for a memorable family outing than acres of woodland, open green space, and a pioneer village with eight performance areas. The natural beauty of this outdoor event space cannot be beat and yet it's just a short drive from the Greater Toronto Area, Golden Horseshoe, and Cambridge/Guelph/Kitchener-Waterloo.

Telling Tales and its supporters' efforts to fund literacy and foster a love of reading start even before the festival gates open. To help as many families attend Telling Tales as possible, generous sponsors ArcelorMittal Dofasco and First Student Canada will again offer a **free bus service**, on a first-come, first-serve basis, operating from four Hamilton locations: **Mountain Location: Lime Ridge Mall** – south side of the parking lot closest to the street, across from Suds Car Wash; **East End Location: Eastgate Mall** – west side of the mall next to Kenora Avenue at the Eastgate Bus Pick-up; **Downtown:** in the former Hamilton-Wentworth District School

Board parking lot – located at the corner of King Street East and Bay Street South; and at **Centre Mall** – beside Shoppers Drug Mart, half-way down as you enter from Barton Street.

The buses will depart Hamilton at 10:00 am and leave Westfield Heritage Village at 3:00 p.m.

The Telling Tales Festival has become a beloved Hamilton tradition that truly celebrates the family. 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.

We hope you will join us for a fun-filled, magical day on Sunday, September 16, 2012 – rain or shine. Media and cameras welcome. Check out the Festival website (www.tellingtales.org) for details and watch for our posts on Twitter and Facebook.

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