



For Immediate Release:

## **Telling Tales Festival Donates Over \$60,000 to Literacy in Just 4 Years**

**HAMILTON , December 6, 2012:** The Telling Tales Festival supports local literacy initiatives through its fundraising efforts. This year, festival proceeds in the amount of \$10,000 will be divided between three Hamilton-based literacy organizations, bringing total donated funds since the festival's inception to well over \$60,000.

The Telling Tales Festival is pleased to announce this year's funding recipients:

- **\$5,000 to Rotary Summer Literacy Program**
- **\$2,500 to the Read to Your Baby pilot project**
- **\$2,500 to Hamilton Literacy Council**

Each of these deserving groups have met the requirements set out by the Telling Tales Literacy Funding Committee and each speaks to the festival's mission – to build a national festival that promotes children's literature and a love of reading, while raising awareness and support for local literacy in our community.

**Susan Jasper, Telling Tales founder**, is proud of the festival's fundraising efforts. "We are committed to bringing our top-notch roster of Canadian children's presenters to this community and inspiring a love of reading all year round, by offering support to these worthy projects," she said.

**Robert J. Blundson Jr., a grade three teacher at Hamilton's Pauline Johnson School**, commented on the news that his program would again receive the festival's support: "The Rotary Summer Literacy Program is thrilled to be receiving funds from the Telling Tales Festival again this year. Telling Tales is a valued partner of the Rotary Summer Literacy Program. Thanks to Telling Tales' generosity, over 1,000 children have been able to attend our program for free over the last five years. This donation will allow us to continue providing the highest quality literacy programming possible for the children of Hamilton! Thank you Telling Tales Festival!"

**Evette Sauriol, Early Literacy Specialist and chair of the Read to Your Baby project** expressed her gratitude this way: "Early Literacy Hamilton is immensely appreciative to Telling Tales for their financial contribution of \$2,500 which enables the Read to Your Baby pilot project to continue to put books into the hands of young families at their child's 18-month well-baby check-up. We know that language milestones begin in infancy and previous data collected reflects the overwhelming response families have to their family practitioner, therefore, together we aim to diminish Hamilton's low literacy profile."

**Helen McLeod, Hamilton Literacy Council's executive director**, explained why her group is so appreciative of the festival's fundraising efforts: "Helping parents with low literacy skills helps the whole family. This grant will allow us to offer more instruction and support to more parents in Hamilton. Thank you Telling Tales for your commitment to family literacy, and for the festival itself!"

The funding recipients were chosen by the **2012 Telling Tales Literacy Funding Committee**, composed of representatives from the festival's six major Rotary Club sponsors – Rotary Club of Hamilton Sunset, Rotary Club of Hamilton, Rotary Club of Dundas, Rotary Club of Dundas Valley Sunrise, Rotary Club of Burlington Central, and Rotary Club of Flamborough.

Telling Tales is hugely grateful to the many generous sponsors who have contributed greatly to the festival's success. Our co-hosts are **Hamilton Conservation Authority, Hamilton Public Library, Rotary, and Westfield Heritage Village**. Our platinum sponsors are **TD Bank Group** and a collaborative group of **local Rotary Clubs**, and our media partners are **CHCH Television, Corus Entertainment (900 CHML, Vinyl 95.3 and Y108), Momstown, and The Hamilton Spectator**. The festival extends special thanks to our ever-growing list of financial sponsors, community partners, and in-kind sponsors listed [here](#).

The 2013 Telling Tales Festival takes place at Westfield Heritage Village in Rockton, Ontario on Sunday, September 15. Visit our [festival website](#) to read about 2013 festival plans as they unfold and receive updated information about contests, giveaways, and volunteer opportunities throughout the year. View our [latest e-flyer](#) for more details.

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**For more information, or to arrange an interview, please contact:**

**Victoria Miecznikowski**  
(905) 977-9925  
[victoria.miecznikowski@gmail.com](mailto:victoria.miecznikowski@gmail.com)

**Susan Jasper, Telling Tales Founder**  
(905) 973-6478  
[sjasper@sympatico.ca](mailto:sjasper@sympatico.ca)

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