



Festival · Community Events · Digital Resources · School Engagement

## Telling Tales Fact Sheet

In 2018 Telling Tales commemorates 10 years of celebrating stories and raising readers. What began as a big dream and vision for a children's literacy festival in 2009 has evolved into a registered charity dedicated to celebrating stories and reading year-round.

**OUR MISSION** is to deliver outstanding literary programming for children and youth that raises awareness of the importance of literacy in our communities.

**OUR VISION** is to inspire a love of reading and improve literacy in children and youth.

**WHY STATEMENT:** Stories connect us to our past, our future, and each other. Through stories we bond with our family, our friends and our heroes. We learn, we dream and we grow. Telling Tales celebrates stories. We do this by bringing Canadian authors, illustrators, musicians and storytellers together with their audiences: our children.

**DIGITAL ENGAGEMENT:** We are interacting directly with **close to 10,000 fans** through the Telling Tales website, social media channels, **Dragonfly newsletter**, contests, book giveaways and parent/child resources such as the **2018 Telling Tales Reading List**. The **Telling Tales Press Club** encourages children and youth 6 to 16 to write and draw, and then showcases their creativity on our website.

**COMMUNITY EVENTS:** Telling Tales brings communities together to inspire children and share the joy of literacy with youth and families through engaging author presentations, community events, workshops, presentations at local festivals and events offered by supporting partners.

**SCHOOL ENGAGEMENT:** Our school outreach programming includes inspirational author visits, a digital reading list sorted by age and topics, Kids' Lit Quiz and engaging family literacy events funded by school councils.

**In 2018 we will reach over 7,000 through community and school events.**

TellingTales.org



Connect with us /TellingTalesOrg

Charitable Registration #72526 0897 RR0001



## TELLING TALES FESTIVAL

Widely recognized as Canada's leading children's literary festival, Telling Tales has been a Festivals & Events Ontario Top 100 event since 2012. The Telling Tales Festival showcases over 35 award-winning Canadian authors, illustrators, storytellers, and musicians across 10 stages. Readers of all abilities, families, and literacy supporters are entertained by engaging presentations, hands-on workshops, a giant book swap and shop, presenter autographs, historical and literary characters, creative activities, exhibitors, and a historical village.

**This year over 7,000 festival guests are anticipated.**

The first day of the **10<sup>th</sup> Annual Telling Tales Festival** takes place on **Sunday, September 16, 2018** at **Westfield Heritage Village** in Rockton, Ontario from 10 a.m. to 4 p.m.

The village is ideally located and easy driving distance (30 minutes) from Hamilton, Kitchener, Cambridge, Waterloo, Brantford, Burlington, Oakville, and Milton. Hamilton-Wentworth District School Board, Hamilton-Wentworth Catholic District School Board, First Student Canada and ArcelorMittal Dofasco provide free transportation to hundreds of students and their families from several schools and locations. Free parking is available at the Rockton Fairgrounds, with complimentary shuttle service from Hillfield Strathallan College to Westfield all day. Admission is free.

The second day of the festival, **Teen Tales**, will take place on **Sunday, September 23, 2018** at the **Hamilton Public Library**, Central Library from 2 p.m. to 4 p.m. Join us for inspiring presentations and creative writing workshops designed for teens.

### Regional Appeal

Approximately **30% of our fans and visitors are from outside Hamilton** – with steady increases in numbers from Burlington, Oakville, Milton, London, Stratford, Kitchener, Cambridge, Guelph, Brantford, and greater Toronto area.

### Volunteers

Telling Tales is the true story of a whole community working together to raise readers, with over **25 volunteers working year-round** and **over 350 volunteers** working from dawn to dusk at the festival. Volunteer opportunities are posted on our website.



## TELLING TALES IS MADE POSSIBLE THROUGH THE GENEROUS SUPPORT OF MANY

**Co-Hosts:** Our four founding co-hosts are the Hamilton Conservation Authority, Hamilton Public Library, Rotary Clubs of Burlington and Hamilton, and Westfield Heritage Village.

**Major Partners:** TD Bank Group, Muse Marketing Group, ArcelorMittal Dofasco, CHML Children's Fund, Cogeco, City of Hamilton, Hamilton Community Foundation, Hamilton Early Years, Hamilton Video & Sound, Hamilton-Wentworth Catholic District School Board, Hamilton-Wentworth District School Board, Hillfield Strathallan College, Leggat Auto Group, Ontario Arts Council, Scholastic Canada, Tandia Financial Credit Union and Tim Hortons.

**Major Donors:** The Bermingham Family, The Turkstra Family, and Michael Young Family Foundation. Hamilton Community Foundation grants include: Creative Arts Fun, Dougher Community Fund, Malloch Foundation Fund, Esther and John Marshall Fund, Martin Foundation, and Edith H. Turner Foundation Fund. A record number of local Rotary Clubs (nearly 20) provide both financial and volunteer support.

**Media Partners:** Local, regional, and national media partner include: AM900 CHML, Fresh Radio 95.3, Y108, Cable 14, Canadian Children's Book Centre, *Hamilton Spectator*, *Quill & Quire*, and YourTV.

**Major In-Kind Supporters:** First Student Canada, Friesens Corporation, Impressive Printing, Rockton World's Fair, and Signaids.

**Community Partners:** Telling Tales is all about collaboration. It is supported by an ever-growing roster of community organizations including: A Different Drummer Books, Adult Basic Education Association, Big Brothers Big Sisters of Hamilton and Burlington, Books for Everybody, Boys and Girls Clubs of Hamilton, Brantford Public Library, Burlington Public Library, Columbia International College, Conestoga College, Early Literacy Hamilton, EarlyON, Green Venture, Hamilton Bulldogs, Hamilton Literacy Council, Hamilton Neighbourhood Action Strategy, Kids' Lit Quiz Canada, and the YMCA of Hamilton, Burlington and Brantford.

Connect with us at [TellingTales.org](http://TellingTales.org)

