



Telling Tales Festival Fact Sheet

OUR MISSION is to build a national festival that promotes children's stories and a love of reading, while raising awareness and support for local literacy programs in our community.

OUR VISION: To be the best children's literary festival in Canada.

WHY?

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 is a yearlong reading campaign dedicated to promoting literacy and inspiring a love of reading. It kicks off in May, peaks at our free, one-day Festival in September, and continues celebrating stories throughout the year.

WHAT?

The **8th Annual Telling Tales Festival** took place on **Sunday, September 18th, 2016** at **Westfield Heritage Village** in Rockton, Ontario. Over 6,000 guests "explored their world" when over 25 of Canada's leading children's authors, illustrators, musicians, and storytellers brought their talents to the people! Everyone enjoyed live performances, book signings, readings and costumed characters in a beautiful historic village setting. Other attractions included a giant Book Swap and Shop, Bryan Prince Bookseller onsite book shop, children's activity centre, contests and prizes.

WHERE?

Westfield Heritage Village in Rockton, Ontario is ideally located and easy driving distance (30 minutes) from Hamilton, Kitchener, Cambridge, Waterloo, Brantford, Burlington, Oakville, and Milton. Free parking was available at the Rockton Fairgrounds, with complimentary shuttle service to Westfield Heritage Village.

WHEN?

The 8th Annual Festival took place on Sunday, September 18, 2016.

The 9th Annual Festival will take place on Sunday, September 17, 2017.

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Free Transportation

In our ongoing commitment to students from high priority neighborhoods, our transportation supporters from First Student Canada and ArcelorMittal Dofasco provided free transportation to over 1,200 students and their families. Driving guests parked for free at Rockton World's Fairgrounds where Hillfield Strathallan College provided a free shuttle service to and from Westfield all day long.

Our Co-Hosts

Our co-hosts played an integral part of our success and include: Hamilton Conservation Authority, Hamilton Public Library, Rotary Club of Hamilton, and Westfield Heritage Village.

Key Sponsors and Supporters

The Telling Tales Festival is grateful for the funding provided by many valued community partners including: TD Bank Group, Cogeco, City of Hamilton, Hamilton-Wentworth Catholic District School Board, Hamilton-Wentworth District School Board, Muse Marketing Group, CHML Children's Fund, Leggat Auto Group, Ontario Arts Council, Turkstra Foundation, Birmingham Foundation Solutions, Penguin Random House Canada, Scholastic Canada, and a record number of local Rotary Clubs in Hamilton, Burlington, Dundas and Waterdown.

Marketing and Media Campaign Partners

Every aspect of our marketing campaign including our website, Festival App, Facebook page, Twitter feed, blog and YouTube channel are geared to drive traffic, interest, and audiences throughout the year. Our marketing campaign is generously supported by numerous local, regional, and national media partners: AM900 CHML, Fresh Radio 95.3, Y108, Cable 14, CBC Hamilton, CogecoTV, *The Hamilton Spectator*, and *Quill & Quire*.

Major In-Kind Supporters

In addition to generous sponsorships, gifts and donations that total over \$100,000, the Festival benefits from over \$400,000 worth of in-kind gifts of media and services. Major In-kind Supporters include: Friesen's Corporation, Hamilton Best Start, Hamilton Video & Sound, Impressive Printing and Signaids.





Community Partners

The Festival is supported by an ever-growing roster of community organizations including: Adult Basic Education Association, Big Brothers Big Sisters of Hamilton and Burlington, Books for Everybody, Boys and Girls Clubs of Hamilton, Brantford Public Library, Bryan Prince Bookseller, Bunjee App, Canadian Children's Book Centre, Columbia International College, Conestoga College, Early Literacy Hamilton, Hamilton Best Start, Hamilton Literacy Council, Hamilton Neighbourhood Action Strategy, Ontario Early Years Centres, World Literacy Canada, and the YMCA of Hamilton, Burlington and Brantford.

Regional Appeal

Approximately **30% of our visitors travelled to the Festival from outside Hamilton** – most significantly from the 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 on the festival weekend.

Unique Focus

Telling Tales is unique in its dual focus. While the Festival presents and promotes Canadian children's authors, illustrators, storytellers, and musicians, we also raise much-needed funds for community-based literacy projects. Since 2009, over \$109,000 has been raised to support key programs offered by community partners. These include the "Read to Your Baby" program, and the Rotary Summer Literacy Program.

Award Winning

- Acknowledged by Festivals and Events Ontario as a Top 100 Festival since 2012
- Winner of the 2010 Tourism Hamilton Award of Excellence
- Rotary International Zone Award for a project that "builds community and bridges continents"
- Adult Basic Education Association awarded Telling Tales the top Agency award for our work as a literacy champion in 2013

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