



Telling Tales Fact Sheet

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

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

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.

Telling Tales is committed to inspiring a love of reading and raising awareness of the importance of literacy.

TELLING TALES FESTIVAL

The **9th Annual Telling Tales Festival** takes place on **Sunday, September 17th, 2017** at **Westfield Heritage Village** in Rockton, Ontario from 10 a.m. to 4 p.m.

Each year, over 30 of Canada's leading children's authors, illustrators, musicians and storytellers are selected to participate in the Telling Tales Festival, held in September at Westfield Heritage Village in Rockton, Ontario. The Telling Tales Festival celebrates stories with performances, readings, book signings, costumed characters, book swap, children's activity centre and music stage. Presentations are offered throughout the day at our free, outdoor children's literary festival. Launched in 2009, the Telling Tales Festival has become one of Canada's leading children's literary festivals.

LOCATION

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 is available at the Rockton Fairgrounds, with complimentary shuttle service to Westfield Heritage Village.

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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 will again provide free transportation to over 1,200 students and their families. Driving guests can park for free at Rockton World's Fair where Hillfield Strathallan College provides a free shuttle service to and from Westfield all day long.

Our Co-Hosts

Our co-hosts play 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 Enrichment Fund, Hamilton Community Foundation, Hamilton-Wentworth Catholic District School Board, Hamilton-Wentworth District School Board, Muse Marketing Group, Ontario Arts Council, Turkstra Foundation, CHML Children's Fund, Edith H Turner Foundation Fund, Leggat Auto Group, Marz Homes, Russell I Elman Fund, Community Fund for Canada's 150th, Birmingham Foundation Solutions, Henry White Kinnear Foundation, 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, Instagram photos, 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, Canadian Children's Book Centre, 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.

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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, Kids' Lit Quiz Canada, Ontario Early Years Centres Hamilton, and the YMCA of Hamilton, Burlington and Brantford.

Regional Appeal

Approximately **30% of our visitors travel 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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