



Telling Tales Fact Sheet

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.

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

TELLING TALES READING LIST

Each year Telling Tales showcases the best of Canadian children's literature. Based on our exciting line-up of presenters at the annual festival in September, we develop a reading list that is circulated through libraries and schools. The reading list is the basis for many of our contests and events, and it encourages kids to read Canadian stories.

TELLING TALES COMMUNITY OUTREACH INITIATIVES

Throughout the year, Telling Tales offers community events that provide young readers an engaging literary experience. These community events also give one a sense of what to expect at the full festival as they showcase the talent of our stellar lineup. In addition to these events, Telling Tales offers a range of outreach initiatives including contests for the general public and schools, a Telling Tales Press Club for students to submit their creative works, storytelling workshop, and participation in the Kids' Lit Quiz.

TELLING TALES FESTIVAL

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. The Telling Tales Festival is one of Canada's leading children's literary festivals.

www.tellingtales.org | facebook.com/TellingTalesFestival | twitter.com/tellingtalesffs





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.

FESTIVAL LOCATION

The Telling Tales Festival is held at the picturesque **Westfield Heritage Village in Rockton, Ontario** which 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.

Free Transportation

In our ongoing commitment to students from high priority neighborhoods, our transportation supporters from the Hamilton-Wentworth District School Board, Hamilton-Wentworth Catholic District School Board, First Student Canada and ArcelorMittal Dofasco 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

Telling Tales is grateful for the funding provided by many valued community partners including: TD Bank Group, City of Hamilton Enrichment Fund, Cogeco, Hamilton Community Foundation, Hamilton-Wentworth Catholic District School Board, Hamilton-Wentworth District School Board, Muse Marketing Group, Turkstra Foundation, CHML Children's Fund, Edith H. Turner Foundation Fund, Leggat Auto Group, Marz Homes, Ontario Arts Council, Russell I. Elman Fund, Tim Hortons, Whitehots, Bermingham Foundation Solutions, Community Fund for Canada's 150th, Henry White Kinnear Foundation, The Malloch Foundation Fund, The Michael Young Family 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,

www.tellingtales.org | facebook.com/TellingTalesFestival | twitter.com/tellingtalesffs





Cable 14, Canadian Children’s Book Centre, CBC Hamilton, Cogeco, *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

Telling Tales 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, Green Venture, 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 our community events and 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.



www.tellingtales.org | facebook.com/TellingTalesFestival | twitter.com/tellingtalesffs

