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The 10th annual Telling Tales Festival champions literacy and books in a unique family setting

HAMILTON, ON – September 7, 2018: Much-loved poet Sheree Fitch calls it, “impressive” and “a model for others”. Noted Indigenous author David Bouchard says it's one of the best festivals in North America. Telling Tales, the free children’s literary festival, brings together authors, illustrators, storytellers, performers and thousands of children and their families in the relaxed and enchanting storybook setting of Westfield Heritage Village.

Taking place just outside of Hamilton, this unique celebration of stories and literacy – the largest children’s book festival of its kind in Canada – marks its 10th birthday on September 16th. This year’s theme is *Embrace the Power of Stories*.

Kids, teens, book lovers and reluctant readers can all find “superpowers” in books and stories – that’s the message of this year’s Telling Tales Festival. Donning their “superhero” capes to inspire young readers are a host of reading champions. Much-loved poet **Dennis Lee** is making his third Telling Tales appearance, **David Bouchard** returns to entertain with his dynamic storytelling, the prolific **Eric Walters** is launching his 100th book and **Kenneth Oppel** (*Silverwing* and *Airborn* series) is launching his 32nd. Among the 34 presenters are authors coming from as far away as Halifax (**Vicki Grant**), Manhattan (**Sarah Mlynowski**) and Victoria, as well as nearby Hamilton, Waterloo, Windsor and Toronto.

The expressions on the children’s faces as they clutch newly autographed books, the glimpse of a family curled up under a shady tree to share a lovely new acquisition from the Book Swap or the sight of over 20 school buses full of kids and parents from high priority neighbourhoods rolling up to Westfield – these are some of the delights of Telling Tales that continue to inspire organizers and presenters.

Whether they are new visitors to Telling Tales or long-time attendees, young readers and their families can enjoy the ever-popular Book Swap, dynamic author and illustrator presentations, book launches, puppet shows, and enter contests to win great prizes. In addition to these perennial favourites, 2018 visitors can meet their favourite literary and

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historic characters, pose as reading superheroes at the Cogeco Photo Booth, play at Scholastic's Robert Munsch Read Aloud Contest and so much more.

"We have been told there is literally nothing like Telling Tales anywhere else in Canada," says Susan Jasper, Telling Tales Executive Director. "In the first year, we were amazed and delighted when Telling Tales drew nearly 4,000 people. It now welcomes upwards of 7,000 book lovers at the Sunday Festival. When you consider our new offerings: Teen Tales, scheduled for September 23, and ongoing programming throughout the year with schools and community groups, we are reaching over 10,000 people a year."

Pointing to the extraordinary support the Festival has received over the years from a community with a very real commitment to literacy, especially their originating sponsor, Rotary, Jasper says, "Through stories, we learn that anything is possible."

About the Telling Tales Festival

The 10th Annual Telling Tales Festival takes place on **Sunday, September 16th** from 10 a.m. to 4 p.m. at Westfield Heritage Village in Rockton, Ontario. **Admission is FREE.** There is free parking at the Rockton Fairgrounds and our free shuttle service will bring you right to the festival. Please note: there is no parking at Westfield during the festival. Visitors are welcome to bring their children in strollers and are reminded to bring lawn chairs, blankets, and umbrellas to join in the fun – rain or shine! For further information including a complete list of presenters, Telling Tales Reading List, community bus details and FAQs, visit TellingTales.org.

About Telling Tales

Telling Tales is a Canadian, not-for-profit organization committed to delivering outstanding literary programming for children and youth that raises awareness of the importance of literacy in our communities. For more information, please review the [Telling Tales Fact Sheet](#) and visit the Telling Tales website at TellingTales.org.

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