



## FOR IMMEDIATE RELEASE

# Let the Telling Tales Literacy Campaign Begin

## Celebrating Canadian stories in 2017

**HAMILTON, ON – May 18, 2017:** Illustrator, writer and broadcaster, Kevin Sylvester, officially kicked-off the 9<sup>th</sup> annual Telling Tales program! Telling Tales is a yearlong community initiative dedicated to promoting literacy and inspiring a love of reading. This campaign includes many fun and engaging initiatives for kids, teens, and families to get them excited about reading, writing and creating.

This year's theme highlights the magic of books, because as we all know: *Stories Take You Anywhere*. Discover a new author, or a new favourite book from the amazing [Telling Tales Reading List](#) which features top titles from award-winning Canadian authors and illustrators. There is something for the whole family – babies, kids, teens, book lovers and even reluctant readers. Plus, teachers and students can win an author visit to their school just by reading a book from our list and being creative! We are offering our second annual [School Contest](#) where three lucky schools will win a visit from one of our amazing presenters.

**New illustration celebrates Canada 150.** Derek Douglas, an illustrator from Dundas created a fun and engaging illustration that celebrates Canada. It's the perfect way to celebrate Canada's 150th, and our ninth year.

There are many exciting new developments happening at Telling Tales as we enter our ninth year. "We are very proud to announce that Telling Tales is now incorporated, and we hope to receive our charitable status by the end of 2017," explains Susan Jasper, Executive Director at Telling Tales. "We have appointed an exemplary new Board of Directors who are excited to work on strategic development. Collectively this inaugural board brings award-winning experience in community outreach, school engagement, community building, governance and managing not-for-profits. We are poised for a great future!" [Read about our new board here.](#)

**Our community outreach is constantly expanding.** This year we will feature special new mini-Telling Tales events around the community: Heart of Ontario's signature Canada 150 Event: [Quilt of Belonging Peace by Piece: Stitching Together Canadian Stories](#), McQuesten and Rolston community hubs, and Westfield Heritage Village's Ice Cream Carnival.

[www.tellingtales.org](http://www.tellingtales.org) | [facebook.com/TellingTalesFestival](https://facebook.com/TellingTalesFestival) | [twitter.com/tellingtalesffs](https://twitter.com/tellingtalesffs)





**2017 Presenters**

This year’s festival features over 30 award-winning Canadian authors, illustrators, storytellers, and musicians who promise to engage and delight over 7,000 children and their families. Plan to be entertained by these talented presenters:

Jean Assamoa	Emma Donoghue	Naseem Hrab	Sandra O’Brien
Robert Blunsdon	Derek Douglas	Jude Johnson	Gillian O’Reilly
Erin Bow	Melanie Fishbane	Andrew Larsen	Itah Sadu
Ben Bowen	Melanie Florence	Joanne Levy	Chad Solomon
Judy Brunsek	Linda Granfield	Elizabeth MacLeod	Ted Staunton
Paul Covello	Joyce Grant	Evan Munday	Kevin Sylvester
Creative Theatre Company	HPL Puppeteers	Mr. Chris and the	Nicola Winstanley
Lisa Dalrymple	Hamilton Youth Poets	Gassy Bubbles	Kari-Lynn Winters

**Engage with the Telling Tales community to celebrate #TellingTales2017!**

- We’re sharing stories and giving away books on [Facebook](#) and [Twitter](#)
- Our presenters are showcased on [YouTube](#)
- Follow along with us on [Instagram](#)
- Download the [Telling Tales Festival App](#) sponsored by Cogeco
- Check out the [2017 Telling Tales Reading List](#)
- Kids 6-16 can join the [Telling Tales Press Club](#)
- Watch our [Contest](#) page to win books and prizes

**About Telling Tales**

Telling Tales is a Canadian, not-for-profit organization committed to inspiring a love of reading and raising awareness of the importance of literacy in our communities. We do this by bringing Canadian authors, illustrators, musicians and storytellers together with their audiences: our children. Telling Tales develops, promotes and delivers literacy programming and participates in community events geared to children and youth, from newborns to age 16. For more information, please review the [Telling Tales Fact Sheet](#) and visit the Telling Tales website at [tellingtales.org](http://tellingtales.org).

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