

Telling Tales Fact Sheet

In 2019 Telling Tales commemorates 11 years of celebrating stories and raising readers. What began as a big dream and vision for a children's literacy festival in 2009 has evolved into a registered charity dedicated to celebrating stories and reading year-round.

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.

DIGITAL ENGAGEMENT: We are interacting directly with **close to 10,000 fans** through the Telling Tales website, social media channels, **Dragonfly newsletter**, contests, book giveaways and parent/child resources such as the **2019 Telling Tales Reading List**. The **Telling Tales Press Club** encourages children and youth 6 to 16 to write and draw, and then showcases their creativity on our website.

COMMUNITY EVENTS: Telling Tales brings communities together to inspire children and share the joy of literacy with youth and families through engaging author presentations, community events, workshops, presentations at local festivals and events offered by supporting partners.

SCHOOL ENGAGEMENT: Our school outreach programming includes inspirational author visits, a digital reading list sorted by age and topics, Kids' Lit Quiz and engaging family literacy events funded by school councils.

In 2019 we will engage with over 2,000 through community and school events.

TELLING TALES FESTIVAL

Widely recognized as Canada's leading children's literary festival, Telling Tales has been a Festivals & Events Ontario Top 100 event since 2012. The 3-day Telling Tales Festival showcases over 50 award-winning Canadian authors, illustrators, storytellers, and musicians across 10 stages. Readers of all abilities, families, and literacy supporters are entertained by engaging presentations, hands-on workshops, a giant book swap and shop, presenter autographs, literary characters, creative activities, exhibitors, in an inspiring natural landscape.

This year over 7,000 festival guests are anticipated.

The Main Event of the 11th Annual Telling Tales Festival takes place on **Sunday, September 15, 2019** at **Westfield Heritage Village** in Rockton, Ontario from 10 a.m. to 4 p.m.

The village is ideally located and easy driving distance (30 minutes) from Hamilton, Kitchener, Cambridge, Waterloo, Brantford, Burlington, Oakville, and Milton.

Hamilton-Wentworth District School Board, Hamilton-Wentworth Catholic District School Board, First Student Canada and ArcelorMittal Dofasco provide free transportation to hundreds of students and their families from several schools and locations.

Free parking is available at the Rockton Fairgrounds, with complimentary shuttle service from Hillfield Strathallan College to Westfield all day. Admission is free.

The second day of the festival, Celebrating Graphic Novels, will take place on **Saturday, September 21st, 2019** at the **Hamilton Public Library**, Central Library from 1 p.m. to 3 p.m. Ages 8 to 12. Join us as we explore writing and illustrating techniques with two experts in their field.

The third day, Nature Tales, will take place on **Sunday, September 22nd, 11 to 4 pm**. Ages 3 to 11. The venue will be the Hendrie Park Rose Garden of Royal Botanical Gardens, where stories that connect us to the natural world will be shared among the inspiring art generously provided by presenting partner, **The Dan Lawrie International Sculpture Collection**.

Regional Appeal

Approximately **30% of our fans and visitors are from outside Hamilton** – with steady increases in numbers from 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 at the festival. Volunteer opportunities are posted on our website.

TELLING TALES IS MADE POSSIBLE THROUGH THE GENEROUS SUPPORT OF MANY

Co-Hosts: Our four founding co-hosts are Westfield Heritage Village, Hamilton Public Library, Royal Botanical Gardens and the Rotary Clubs of Burlington and Hamilton.

Major Partners: ArcelorMittal Dofasco, CHML Children's Fund, Cogeco, Dan Lawrie International Sculpture Collection, , Hamilton Community Foundation, Hamilton Early Years, Hamilton Video & Sound, Hamilton-Wentworth Catholic District School Board, Hamilton-Wentworth District School Board, Hillfield Strathallan College, Leggat Auto Group, Northbridge Insurance, Scholastic Canada, Tim Hortons, TD Bank Group.

Government support includes:

Government support includes: Canada Council, Celebrate Ontario, Early On Child and Family Centres, City of Hamilton, Government of Canada, Government of Ontario, Ontario Arts Council, Ontario Cultural Attractions Fund.

Major Donors: The Bermingham Family, The Turkstra Family, and Michael Young Family Foundation.

Hamilton Community Foundation grants include: Dougher Community Fund, Malloch Foundation Fund, Esther and John Marshall Fund, Edith H. Turner Foundation Fund and Ontario Endowment for Children & Youth in Recreation. A record number of local Rotary Clubs (nearly 20) provide both financial and volunteer support.

Media Partners: Local, regional, and national media partner include: CHCH, AM900 CHML, Energy 95.3, Y108, Cable 14, Canadian Children's Book Centre, City Parent, EZ Rock 105.7, 102.9 K-Lite, The Hamilton Spectator, On-the-Go Toronto, 97.5 Virgin Radio, Quill & Quire, and YourTV.

Major In-Kind Supporters: BLR LLP, Bobcat of Hamilton, Cobalt Connects, First Student Canada, Impressive Printing, Rockton World's Fair, and Signaids

Community Partners: Telling Tales is all about collaboration. It is supported by an ever-growing roster of community organizations including A Different Drummer Bookstore, Boys and Girls Clubs of Hamilton, Brantford Public Library, Burlington Public Library, Columbia International College, Conestoga College, Eva Rothwell Centre, Hamilton EarlyON and Family Centres, The Hamilton Bulldogs, Hamilton Literacy Council, and the YMCA of Hamilton, Burlington and Brantford.

Connect with us at TellingTales.org