



67 MOWAT AVENUE SUITE 242 • TORONTO • ON • M6K 3E3 • T 416-504-7241 • F 416-504-7656 • E

TORONTO@THEWORDONTHESTREET.CA

News Release

The Word On The Street's TD KidStreet recognized with Festivals and Events Ontario Award

March 11, 2015 [Toronto, Ontario] --- The Word On The Street and TD Bank Group have been recognized by **Festivals and Events Ontario's** 2014 Achievement Award for **Sponsor of the Year**. The award, announced at a gala event held in Niagara Falls on Friday March 6, honours innovation in creating memorable event experiences.

The Word On The Street, Canada's largest book and magazine festival, promotes and encourages literacy and a love of reading from the youngest possible age. The annual festival features an area devoted to children's literary activities and vendors. **TD KidStreet**, sponsored by TD, hosts a fantastic blend of children's author programming and family-friendly activities including the **TD Children's Literature Tent**, the **TVOKids Stage**, the **Children's Activity Tent** and the **TD Interactive Storybook**.

TD's sponsorship supported the production of the children's area, a schedule of interactive crafts, games, and activities based on new Canadian children's books, and a vast marketplace of children's book publishers and other youth-related exhibitors. In 2014, the TD Children's Literature Tent featured much-loved authors including Frances Itani, Kenneth Oppel, Helaine Becker, and Michael Redhill. CBC presented the shortlist for the 2014 **TD Canadian Children's Literature Award**, with readings from the nominated books. Festival visitors also had the chance to receive a free copy of *Doors in the Air* as part of the **TD Grade One Book Giveaway**. Copies of the book were given to every Canadian grade one student last fall.

TD supported The Word On The Street's outreach and encouraged their employees to engage with the community through volunteerism. TD employees volunteered directly with The Word On The Street, aiding visitors at the Information Booths, and at festival reading venues.

The 2015 edition of The Word On The Street Toronto will move from its Queen's Park Circle location to **Harbourfront Centre** and the surrounding harbourfront area. Taking place on Sunday, September 27th, the festival will feature over 200 Canadian authors on 12 stages, and a marketplace of more than 260 publishers, booksellers, arts and literacy organizations. A full schedule of events and author appearances will be announced in July.

About The Word On The Street:

Each September, in the cities of Toronto, Halifax, Lethbridge, Saskatoon and Kitchener, The Word On The Street unites the country in a national celebration of literacy and the written word. Annually attracting more than 200,000 visitors, [The Word On The Street Toronto](http://www.thewordonthestreet.ca) is the largest book and magazine festival in Canada. This year's event takes place on Sunday, September 27th, at Harbourfront Centre.

About TD Community Giving:

TD Bank Group invests in communities in order to effect positive change in the places where it operates and where its customers and employees live and work. In 2014, TD donated more than \$82 million to community organizations in Canada, the United States and the United Kingdom. In Canada, TD focuses on education and

financial literacy, creating opportunities for young people and the environment. For further information, please visit www.td.com/corporate-responsibility.

Festival Media Contact:

Cailin Cooper

416.504.7241

cailin@thewordonthestreet.ca

TD Media Contact:

Alison Steeves

416.307.6254

Alison.steeves@td.com