

FOR IMMEDIATE RELEASE:

Tuesday, August 30, 2011

AUTHORS AVAILABLE – Why Not Adopt One For Yourself?

Who/What: Great Canadian authors are available for adoption in support of The Word On The Street Toronto

When: Festival day is Sunday, September 25, 2011 from 11:00 AM until 6:00 PM

Where: Queen's Park in Downtown Toronto

Details: Help The Word On The Street in its efforts to showcase the rich diversity of Canada's publishing community by participating in their Adopt an Author campaign in 2011!

The Word On The Street is a non-profit organization – the only way it can come back bigger and better each year is through the support of its community. **Adopt an Author** is a yearly fundraising campaign, hosted by The Word On The Street Canada in cooperation with The Word On The Street Toronto, that provides literary lovers with the opportunity to get more involved with the festival and to show support for both the festival and Canada's wonderful authors!

How the Adopt An Author Program Works: Make a \$100 contribution to The Word On The Street Toronto to make your adoption official. With this contribution you will receive:

- The opportunity to adopt an author of your choice from a provided list of available authors
- A copy of the book with the opportunity to have it signed by the author at the festival after their reading/presentation!
- Recognition of your contribution at the festival. Your name will be announced by the host prior to your author's reading
- Recognition on our website
- A personalized certificate detailing your adoption
- A tax receipt for your charitable contribution
- A chance to be a part of Canada's largest one-day festival!

You can adopt as many authors as you would like and each author can be adopted twice. It makes a great gift for your friends, your family or yourself! For more information and to see a list of participating authors, please visit www.thewordonthestreet.ca/wots/toronto/adopt

About The Word On The Street:

Every year on the last Sunday in September, in the cities of Vancouver, Saskatoon, Kitchener, Toronto, and Halifax, The Word On The Street festivals unite the country in a national celebration of literacy and the written word. Annually attracting over 200,000 visitors to its Queen's Park location, The Word On The Street Toronto is the largest book and magazine festival in Canada.

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Please visit the festival's official website at www.thewordonthestreet.ca. Read our blog, become a fan on Facebook and follow us on Twitter.