



National Book and Magazine Festival

One Week to Save **Word on the Street Halifax**

Imagine no Festival in 2010...

Every year **The Word on the Street** welcomes some of the best authors in Canada to Halifax. They come to read from their best books, lead workshops and share their vision, celebrating the written word and the vibrancy of Canadian literary culture.

Help us in our efforts to showcase the rich diversity of Canada's literary community.

It is no secret that **The Word on the Street** has struggled in the last few years. We have worked hard to put together a free Festival that provides access to local authors and entertainers and that promotes literacy while offering support for our writers and publishers. There is an increasing competition for government grants and sponsorships—and the province of Nova Scotia turned down our funding in 2009.

Please help us ensure that the Festival has another successful year.

We are looking for you to donate a minimum of \$20 to the cause. Cheques can be made out to 'Word on the Street Canada' and sent to our office on 1480 Carlton St., Halifax N.S., B3H 3B7.

We realize this is a big ask around the holidays but just think—since we are only requesting a donation and not requesting your attendance at an event, you will be saving yourself gas, parking, babysitting, buying a new outfit, having your hair done, the agony of making small talk, as well as all of the other pains of having to attend yet another holiday function.

The benefit is the ability to know that you have helped a struggling not-for-profit meet its budgetary needs.

- You'll also have your name placed in a draw to participate in **The Word On The Street Book Club**. This club will meet in HRM four times in 2010. Each meeting will be hosted by the author of the book to be discussed.
- A charitable tax receipt can be issued.

The Word on the Street matters. The Festival provides:

- Access to authors and publishers for people from all walks of life in a free venue
- An opportunity to promote a love of reading and books and magazines
- A forum for engaging low-literacy communities
- A chance to revel in a community of people who love books and magazines
- A chance to buy and sell books in support of our community

WORD ON THE STREET

Celebrates Reading and Advocates literacy in a fun and accessible place.

PLEASE HELP US TO CONTINUE TO DO SO!





National Book and Magazine Festival

The Word on the Street National Book and Magazine Festival

Celebrating Reading, Advocating Literacy. **The Word on the Street** is the largest one-day book and magazine festival in Canada attracting more than 300,000 people in four Canadian cities. The festival takes place annually on the last Sunday of September from 11:00 a.m. – 5:00 p.m.

The Word on the Street Halifax Society was formed in November 1994 as a non-profit organization. A decision was made to host a literary festival based on the great success of **The Word on the Street** in Toronto. Halifax produced its first festival in 1995. The cities of Vancouver, Kitchener and Toronto also present festivals making **Word on the Street** a truly national celebration.

- Our goals are to celebrate reading and advocate literacy across Canada by bringing the writing, publishing and literacy communities together to heighten awareness of, encourage and foster a positive attitude towards literacy.
- We are able to emphasize the joy of reading, and enhance public appreciation of the printed word in a fun and completely accessible environment.
- Those who attend the festivals are introduced to wonderful Canadian authors and illustrators both from the book publishing and magazine world.
- We are able to provide a dynamic venue for Atlantic and Canadian writers to showcase their work, including fiction, non-fiction, poetry and plays.

The Word on the Street aims to:

- Unite the country in an annual, large-scale celebration of literacy and the printed word
- Highlight the pleasures of great reading through the excitement of great writing
- Provide a free literary theme park where the printed word comes to life
- Showcase celebrity authors, live entertainment, special events and exhibits
- Present thousands of books and magazines
- Provide fun for the whole family

What's on at Word on the Street Halifax:

- **MAIN STAGE:** Adult readings and performances; panel discussions and author interviews; and celebrity readings
- **BOOK CLUB STAGE:** Readings by some of Atlantic Canada's best adult authors followed by an audience Q&A
- **CONVERSATION STAGE:** Discussion panels and audience Q&A with authors from across the Atlantic Provinces
- **YOUTH STAGE:** Entertainment for youth and kids alike with great readings from books for ages 9 to 14
- **KIDS ACTIVITY CENTRE:** Readings by children's authors and illustrators and entertainment aimed at families and first readers
- **PITCH THE PUBLISHER:** A literary Dragon's Den! The chance to catch the attention of a publisher who might be interested in publishing your work

FESTIVAL HIGHLIGHTS:

- 100% Canadian
- 10,000+ booklovers
- 50+ Authors
- 70+ Literary Organizations
- \$50,000 in pre-event media

SURVEYS COLLECTED OVER THE LIFE OF THE FESTIVAL HAVE FOUND:

- The rate of return of attendees ranges between 85-90%
- An overwhelming majority heard about the festival through 'word of mouth'
- Approximately 80% of attendees live in the HRM

