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FOR IMMEDIATE RELEASE:
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WILEY CELEBRATES FOR DUMMIES AT THE WORD ON THE STREET

What: The Word On The Street Salutes Wiley's For Dummies 20th Anniversary
When: Festival day is Sunday, Sept. 25, 2011, from 11:00 until 6:00
Where: Queen's Park in Downtown Toronto
Details: Authors, For Dummies festival bookstore, the Dummies Man, and more!

In a festival first, The Word On The Street, in partnership with John Wiley & Sons, will launch the Dummies 20th Anniversary Tent in 2011. In celebration of the anniversary milestone, the *For Dummies* brand would like to take the time to thank customers for their support over the past two decades with a promotional booth at The Word On The Street, featuring mini author presentations, exclusive giveaways, a *For Dummies* festival bookstore, fun activities and special appearances by the Dummies Man.

About For Dummies®

After nearly 20 years and with more than 200 million copies printed, For Dummies is the world's bestselling reference series, well known for enriching people's lives by making knowledge accessible in a fun and easy way. Loyal customers around the globe agree that For Dummies is "more than a publishing phenomenon ... [it is] a sign of the times," [*The New York Times*].

With books for every section of the bookstore, For Dummies reference books cover topics from health to history, music to math, sports to self-help, technology to travel, and more. The For Dummies brand presence is further expanded with the addition of eBooks, a corporate custom publishing program, a robust consumer website and a licensed product line that includes consumer electronics, culinary, crafts, video, software, musical instrument packs, home improvement, automotive, games, and more. For more information, visit Dummies.com. For Dummies is an imprint of John Wiley & Sons Canada Ltd.

About The Word On The Street:

Every year on the last Sunday in September, in the cities of Vancouver, Saskatoon, Kitchener, Lethbridge, 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.