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FOR IMMEDIATE RELEASE

September 18, 2009

20th Annual The Word On The Street Toronto
Sunday, September 27, 2009 - Queen's Park
11:00 a.m. to 6:00 p.m.
Free Admission
www.thewordonthestreet.ca

Highlights of The Word On The Street's 20th Festival

(Toronto) **The Word On The Street** will be offering plenty of special activities and events in celebration of its 20th festival.

For foodies, we will be introducing the **Cooks 'n' Books Stage**. With food demonstrations by top chefs and a tantalizing array of samples, taste buds are sure to be delighted! Award-winning chefs scheduled to appear include **Elizabeth Baird, Jeff Crump, Bettina Schormann, Brian Morin, Jane Rodmell, Mairlyn Smith** and **Jennifer McLagan**.

Drop by the new **Money Matters Tent** to get the lowdown on all things financial from those in the know. **David Trahair** and **Richard Atkinson** will discuss retirement strategies, while **Gordon Pape, John Stephenson, Pat Foran** and **Gail Bebee** will talk about investing. **Garth Turner, John Lawrence Reynolds** and **Joseph Heath** will explore the post-recession climate, while **Angela Self** of **The Smart Cookies** and **Patricia Lovett-Reid** of TD Waterhouse Canada will cover finances from a woman's perspective.

Margaret Atwood will be headlining our Scotiabank Bestsellers Stage from 3 p.m. – 4 p.m. It's our country's first coast-to-coast book event in celebration of the release of her new book, *The Year of the Flood*. Her appearance will be broadcast live to our sister events in Halifax and Vancouver, with audiences in each city posing questions to her, streamed live at www.openbooktoronto.com. She will also be engaging in **LongPen** signings for these events.

The 2010 Vancouver Winter Olympics are only a few months away! In celebration, The Word On The Street is hosting two **Olympic athletes** in partnership with **Cheerios!** Paralympian **Josh Cassidy** and rower **Janine Hanson** will be appearing in the **Cheer Tent** on **KidStreet**. You can drop by to say hello, add your message of support to Canada's Olympic athletes on the "Cheer" wall and pick-up a free sample of Cheerios while you're there!

To celebrate The Word On The Street's 20th festival, there will be two **Literacy Murals at Queen's Park**: one beside **Literacy Lane** and the other at the south

entrance to the park on **KidStreet**. Contribute a **“Loonie for Literacy”** at either mural and you can share a favourite festival memory or make a colourful splash alongside autographs by the many authors who will be appearing throughout the day at the festival.

The **Sony Reader Lounge** returns to The Word On The Street featuring two new Reader editions inside Sony’s relaxing Reader Lounge, located at the north end of Queen’s Park. Guinness Record Holder **Dave Farrow** will be there throughout the day to entertain audiences with demonstrations and share his speed reading tips and tricks.

About The Word On The Street

Every year on the last Sunday of September, in Vancouver, Kitchener, Toronto and Halifax, 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 to its Queen’s Park location, The Word On The Street in Toronto is the largest book and magazine festival in Canada. The 2009 edition is set for September 27, 2009.

Images are available upon request.

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