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FOR IMMEDIATE RELEASE

September 17, 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

**Stay Connected with The Word On The Street via Facebook, Twitter,
E-Newsletter or Blog**

(Toronto) – **The Word On The Street** Toronto will be launching its 20th festival this September and will keep you informed with the very latest using a variety of social media outlets. A revamped website featuring artwork by Canadian artist **Charles Pachter** offers users a full list of participating authors and venue schedules, with links to our social media sites. Bookmark The Word On The Street's website to ensure you have access to the hub of all festival announcements. Join us today and watch for your chance to win amazing prizes like a collection of books featured at the festival or a brand new Sony E-reader! As the festival day approaches, The Word On The Street will host a number of contests through our social media outlets, so be sure to join in.

Connect to Twitter, Facebook, our E-Newsletter and the festival blog from one convenient location: www.thewordonthestreet.ca/toronto.

Twitter – <http://twitter.com/torontowots>

The Word On The Street Toronto's Twitter account is updated daily to keep you in the loop. Follow us on Twitter to receive short and sweet tweets about the newest additions to our festival line-up and other news.

Facebook - <http://www.facebook.com/group.php?gid=2810020342>

When you join The Word On The Street's Facebook group, you'll be joining a diverse and tight-knit community dedicated to celebrating Canadian literary talent. Take note of postings from The Word On The Street as well as local authors, publishers and hot literary events happening around the city.

E-Newsletter – The Latest Word

Go no further than your email inbox to keep your finger on the Canadian literary pulse. The Word On The Street's newsletter, **The Latest Word**, delivers festival information directly to you. The name doesn't lie; find everything from confirmed authors, featured exhibitors, exclusive festival merchandise and ways to get in on the festival action with each issue of The Latest Word. Sign up for your copy at <http://www.thewordonthestreet.ca/wots/toronto/signup>.

Blog – Foreword

Foreword gives readers a chance to hear from each staff member at The Word On The Street office. Get a glimpse behind the scenes and find unique perspectives on exciting literary happenings in and around Toronto. Check it out at <http://forewordwots.blogspot.com>.

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.

Please add this information to your listings. Images are available upon request.

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