

FOR IMMEDIATE RELEASE

September 22, 2009

**20<sup>th</sup> 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](http://www.thewordonthestreet.ca)

**The Word On The Street Celebrates 20 Years**  
**With Six New Festival Offerings**

(Toronto) – **The Word On The Street** is pleased to celebrate its 20<sup>th</sup> festival by launching three new programming venues and two literacy murals, revamping **KidStreet** and offering commemorative merchandise featuring original **Charles Pachter** artwork.

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! **Jennifer McLagan**, author of the award-winning book *Fat* will be on-hand to discuss this misunderstood ingredient. **Brian Morin**, head chef at **beerbistro**, will dish on some suds-inspired recipes from his restaurant's eponymous cookbook. Slow food pioneer **Jeff Crump** will delight with seasonal recipes from *Earth to Table* and **Elizabeth Baird** will prepare baked goods straight from the *Canadian Living* kitchen!

Who doesn't need advice in these troubling recessionary times? Drop by our **Money Matters Tent** to get the lowdown on all things financial from those in the know. **Garth Turner** will be on-hand to discuss how to safe-guard your investments post-recession, while **Gordon Pape** will discuss how to tap into the power of the Tax-Free Savings Account. In *The Smart Canadian's Guide to Saving Money*, **Pat Foran** will explain how every penny counts, while **John Lawrence Reynolds**, of *The Naked Investor* fame, will answer all of your burning questions about the recession.

Programmed in partnership with **Small World Music**, the **World Music Stage** will offer a sonic tour around the globe. Enjoy Cameroonian artist **Njacko Backo's** blending of traditional and modern sounds or groove along to Balkan/Jazz fusion by **The Thing Is**. See the past and future of Latin, funk and house music with **Rebel Rhythm** or discover traditional sounds from Zimbabwe with **Masaisai**.

Beyond our fantastic new programming venues, there will be lots of special initiatives at our 20<sup>th</sup> festival celebrations. Visitors will be invited to express what

the written word means to them at our large-scale **literacy murals**. Located at the north and south ends of the park, visitors can share thoughts, poetry, illustrations - whatever they fancy - alongside featured artists from our 2009 line-up. Don't miss your chance to put your mark on our 20<sup>th</sup> festival celebrations!

For the many families that come down to the festival, we are pleased to announce that KidStreet will have a new location on Wellesley Street. Featuring more exhibitors than ever, KidStreet will also play host to the special celebrations for *chickaDEE Magazine's* 30th birthday. Make sure to check out our **KidStreet Activity Guide**, brought to you by the editors of *Owl* and *chickaDEE*!

Finally, we are very excited to be presenting **Charles Pachter** as the featured artist for our 2009 artwork. Special merchandise featuring "Arise", Charles Pachter's original artwork for The Word On The Street, will be on sale throughout the festival day.

#### **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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