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FOR IMMEDIATE RELEASE
August 31, 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

Great Reads and Fun Activities for Children of All Ages on KidStreet

(Toronto) – **KidStreet** at **The Word On The Street** has the best selection and variety of children's books coming out this fall. KidStreet is designed specifically for children and their families, offering visitors a wide assortment of book titles, opportunities to meet authors in-person and much more!

The programming on KidStreet is jam packed with family-friendly activities, including **chickaDEE Magazine** birthday cupcakes, the **Toronto Public Library Book Mobile**, stage performances by hosts of **TVOKids' Gisèle's Big Backyard** and **The Space**, **Reptilia's** reptiles up-close and personal, **Mad Science** interactive activities and author readings by **Ruth Ohi**, **Charles Pachter** and **Cary Fagan** – just to name a few.

While The Word On The Street celebrates its 20th festival in 2009, the publishers of chickaDEE Magazine will host a party for its 30th birthday with yummy cupcakes along KidStreet's marketplace. Meet the magazine's editors and contributors along with your favourite characters from the **Owlkids** brand.

New to the KidStreet neighbourhood this year is the **Cheerios "Cheer" Tent** – complete with "Cheer" postcards waiting to be filled out by young fans and mailed to Canadian Olympians courtesy of **Canada Post**. Popular exhibitors returning to KidStreet include **Mabel's Fables Bookstore**, **Random House of Canada**, **Scholastic Canada** and **Groundwood Books**. Families can also check out new exhibitors to KidStreet like **Kids for Kids Books**, which promotes engaging books - for kids, by kids.

Families are invited to visit the southern end of **Queen's Park** to take advantage of KidStreet's exciting line-up and family-friendly amenities, including multiple **World Food Market** vendors and a **Baby Change**

Station. KidStreet can be accessed at the corner of Wellesley and Queen's Park Crescent East. Visitors can walk south from Museum subway station or walk north from Queen's Park subway station along University Ave.

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.

The Word on The Street gratefully acknowledges the support provided by our sponsors.

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