



TORONTO BOOK & MAGAZINE FESTIVAL

67 MOWAT AVENUE SUITE 242 • TORONTO • ON • M6K 3E3 • T 416-504-7241 • F 416-504-7656 • E

TORONTO@THEWORDONTHESTREET.CA

## Festival-Goers Find Shakespeare in Action All Day at The Word On The Street's KidStreet

For Immediate Release: Friday, September 6, 2013 (Toronto): The Word On The Street is pleased to announce that **Shakespeare in Action (SIA)** will be on KidStreet all day at this year's festival. In celebration of the charitable organization's 25<sup>th</sup> anniversary, SIA invites festivalgoers to join **Artistic Director Michael Kelly**, and his team of professional actors, by participating in its **Readers Theatre for Families** program.

General Manager Shemina Keshvani says, "Our Readers' Theatre is a great opportunity for families to have fun together by exploring language and being silly. Kids will get to hurl archaic insults at their parents and they'll be learning in the process!"

This one-day event is a rare opportunity for Toronto families to experience first-hand SIA's tried-and-true methodology for reading the Bard's plays. Michael Kelly adds, "you'll get the chance to say things like 'you juggler', 'you canker-blossom', and 'I bite my thumb at you!' Shakespeare's always in vogue, and as you see, year to year, there's always something else coming out about Shakespeare, a new movie, a new book. We're always quoting Shakespeare, aren't we?"

**Founding Artistic Director Michael Kelly** has taught classes at the Globe Theatre in London, England and in Stratford, Ontario and is currently on faculty at Toronto's York University. He will personally lead the activities, which are suitable for all ages, from 7 to 75, giving participants the opportunity to explore the beautiful and timeless language of Shakespeare in a friendly environment.

### **About Shakespeare In Action (SIA):**

Widely known for its exciting productions and for its physical commitment to the original text, SIA has been Canada's leading professional Shakespeare company for young audiences since 1988. A non-profit registered charity; SIA is a professional, multi-racial theatre company that aspires to enhance the arts and education through exploring and performing Shakespeare and other classic plays. They continue to bring Shakespeare's plays and other timeless stories to young audiences and families across Ontario through innovative programs and critically acclaimed theatre productions.

Shakespeare in Action is able to promote literacy through programming because of the support of individuals and their long-term funders **Ontario Trillium Foundation, TD Bank, and the Ontario Arts Council**. To learn more about SIA and get involved in their work, please visit their website at [www.shakespeareinaction.org](http://www.shakespeareinaction.org).

### **About The Word On The Street:**

Each September, in the cities of Toronto, Halifax, Lethbridge, Saskatoon, and Kitchener, 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 Circle location**, The Word On The Street Toronto is the largest book and magazine festival in Canada.

#### Media Contact:

**June Dickenson**

647.477.6000

[junedickenson@cogeco.ca](mailto:junedickenson@cogeco.ca)

#### Festival Director:

**Heather Kanabe**

416.504.7241

[heather@thewordonthestreet.ca](mailto:heather@thewordonthestreet.ca)

For more information: [www.thewordonthestreet.ca/toronto](http://www.thewordonthestreet.ca/toronto) | [@TorontoWOTS](https://twitter.com/TorontoWOTS) | [Facebook](https://www.facebook.com/thewordonthestreet)