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FOR IMMEDIATE RELEASE

The Word On The Street takes to the water for 2011

In a Canadian first, Word On The Street Halifax will celebrate its book and magazine festival in two cities—and on the water.

“We’re excited to hold the event seaside on the Halifax waterfront this year,” says Colleen Ritchie, executive director. “We’ll have readings on boats like Theodore Tugboat and the CSS Acadia. Programming will stretch over to Alderney Landing on the Dartmouth waterfront. Using Metro Transit ferry service is the perfect way for attendees to travel back and forth and puts people on the water. We are certain that this innovative approach will heighten the already rich variety of readings, discussions and interviews people are used to enjoying at Word On The Street.”

Word On The Street is pleased to partner with Waterfront Development and Maritime Museum of the Atlantic to create a multi-sensory experience where attendees can celebrate reading, promote literacy and enjoy our Maritime heritage.

“Hosting a free national caliber event, where people can combine their love of literacy with the stories and history of one of the world’s great harbours is wonderful,” says Colin MacLean, President & CEO of Waterfront Development.

Halifax’s Word On The Street is a FREE event and will be held on Sunday, Sept. 25, 2011, from 11 a.m. to 5 p.m. For more information visit www.thewordonthestreet.ca/wots/halifax , join us on Facebook or follow us on Twitter @wotshalifax.

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The Word On The Street is a national celebration of all forms of literacy and reading.

Waterfront Development is a provincial Crown corporation that manages provincially-owned land along the waterfronts from Halifax, Dartmouth, Bedford and Lunenburg.

The Maritime Museum of the Atlantic is Canada’s oldest and largest Maritime Museum.

The Word On The Street Halifax Backgrounder

What makes the Halifax waterfront – the most visited destination in Nova Scotia – so interesting as a venue is the ability to provide readings on boats. The Maritime Museum's largest artifact, *CSS Acadia*, a designated National Historic Site since 1976 and the only ship still afloat to have served in the Canadian Navy in both World Wars, will be home to intimate readings below deck. Children's readings will also be held on Theodore Too tugboat. For the first time ever, Alderney Landing will have readings in place as well.

Exhibitors will showcase their wares in tents on the Halifax waterfront on the wharves behind the Maritime Museum of the Atlantic. Stages inside the museum will house author readings. Having the festival centered around the museum, gives attendees the opportunity to be either inside or outside and to explore unique and intimate spaces at the water's edge.

The Word On The Street is a national celebration of all forms of literacy and reading. Festivals are held in Halifax, Kitchener, Saskatoon, Toronto, Vancouver and new this year - Lethbridge. On one extraordinary Sunday each September, in communities from coast to coast, the public is invited to participate in hundreds of FREE author events, presentations and workshops and to browse a marketplace that boasts the best selection of Canadian books and magazines you'll find anywhere.

Waterfront Development is a provincial Crown corporation that manages provincially-owned land along the waterfronts from Halifax, Dartmouth, Bedford and Lunenburg. Revenues are directly reinvested in the waterfronts to drive economic opportunity, enhance tourism, provide experiences and reflect and protect marine heritage. www.my-waterfront.ca

The Maritime Museum of the Atlantic is Canada's oldest and largest Maritime Museum and endeavours to create for all an awareness, appreciation and understanding of Nova Scotia's marine heritage through collection, preservation, research, interpretation and exhibition.