

# 2016 MEDIA

# MARKETING REPORT



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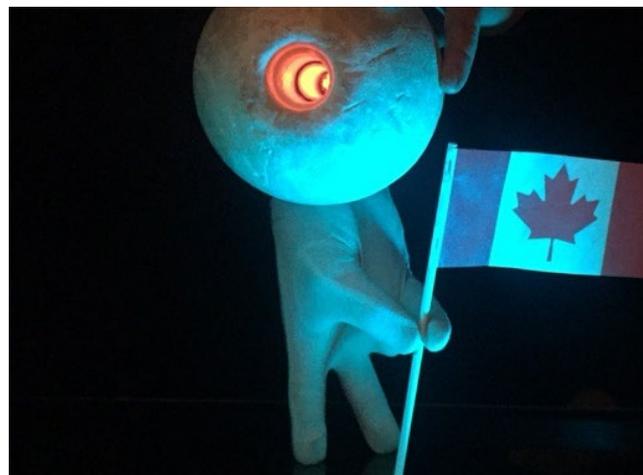
Julian Selody  
Joseph Gagnon  
*Box Office*

# BOARD OF DIRECTORS

Nick Masciantonio  
*President*

Dan Dixon  
*Treasurer*

Julie Greenspoon  
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Laurie Koensgen  
Catherine O'Grady



Ottawa Children's  
Festival de la  
jeunesse

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Charitable Registration  
# 11891-4977-RR0001

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Your questions and comments are always important to us.

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## A MESSAGE FROM OUR ARTISTIC PRODUCER

**Every** child has the right to be an individual, to be proud of who they are each and every day, to know that their world has no limitations especially where imagination is concerned. Children above all, have the right to be children. Opening up our community's young hearts and minds to creative excellence has been the job of the Ottawa Children's Festival these last 31 years! Our job has been to transform a child's understanding of the world around them and help them discover ways of seeing, and being, of listening, and celebrating.

We take great pride in our community, and we celebrate our diversity. We deliver world class theatre, music, and dance as we share our passion for art with the young audience of today, who are also the leaders and decision makers of tomorrow. Spending a day with us at the Children's Festival is a day spent in adventure and exploration where the world is full of endless possibilities, a world where imagination reigns supreme and anything is possible!

So join us every year and celebrate a world where you get to be YOU!

- Catherine O'Grady





# IMAGINE

Imagining is something like dreaming. So imagine yourself getting very sleepy. The theatre door closes, the lights go dim. You're going...

## DOWN, DOWN, DOWN BELOW...

Walking onto the festival grounds is waking up somewhere new. It's a world unto itself.

Under the ocean, a secret. Around a hedge maze corner, a clue. Inside four pinewood boxes, an adventure. Within a star-filled tent, a million stories.

Each year, thousands of families discover the key to unlock a lifetime of imagination at the Ottawa Children's Festival! Read on to learn more about who we are, what we do and where we're going!



# WE ARE A FESTIVAL FOR YOUNG PEOPLE

## 31 CANDLES!

Established in 1985, the Ottawa Children's Festival (OCF) is a professional performing arts festival for young people and their families. It features a variety of live theatre, music and dance productions by acclaimed companies from around the world. The shows are enhanced by free on-site activities (a festival within the festival!) that give children the chance to see performances that burst out of the boundaries of their tents, make art of their own and see work made by their peers!

The festival focuses on enriching school curriculum and promoting the arts as an integral part of children's education; strives to present work that excites and challenges audiences of all ages; and prides itself on developing and producing award winning programming that comes from across Canada and around the world.

"We're so careful to develop our kids' math skills and science skills and ensure their language develops, says Artistic Director Catherine O'Grady. '(Theatre) is another part of socialization so they have the critical tools for being a grown-up as well as just being a direct experience of joy or sadness ... It's overwhelmingly positive if we can get them there.'" – Catherine O'Grady, in *The Ottawa Citizen*

As the only festival of our kind within 500km of the nation's capital, we know our presence in the community is valued by all—audiences, local business and media, government funders, community partners and corporate supporters.



# BRIEF HISTORY & MILESTONES

Over the last 31 years the Festival has become a cultural institution. We have...

- hosted over 500 000 young people and their families at performances and workshops
- invited performers from Singapore to Peru, Denmark to Australia, and all across Canada who create an extraordinary cultural community for children and youth
- been proud recipient of both the Lieutenant Governor's Award for the Arts and the Community Recognition Award from the Council of the Arts in Ottawa, and our Artistic Director was recognized by Mayor Jim Watson with a city-wide "Catherine O'Grady Day" in 2016.

## OUR WORLD

# 2016 HIGHLIGHTS BY NUMBERS

We are a Children's Festival. Obviously then, our target audience is young people, and the grown-up people who bring those young persons our way: schools, community groups, caregivers and families. Here's some info about the local area:

- More than 1.2 million people reside in the Greater Ottawa Valley and Gatineau. There are 500 000 families in our catchment area.
- 22.5% of that population are children under the age of 15.
- 34% of the adults in our coverage area are between the ages 25-44.
- More than 50% of our audience are families, parents and grandparents with children and grandchildren under the age of 15.
- Tourists to the National Capital Region also attend the OCF, drawn by family-friendly activities and events. Canada's Capital region welcomes over 7.3 million visitors per year, who spend over \$1.18 billion.



**15+** PRODUCTIONS  
ONSITE ACTIVITIES, FROM SCIENCE DEMOS TO A MUSICAL INSTRUMENT "PETTING ZOO"

**31** YEARS SINCE WE STARTED THIS ADVENTURE

**80%** THE PERCENTAGE OF SOLD OUT PERFORMANCES

**100+** VOLUNTEERS.  
THE YOUNGEST WAS 14, THE OLDEST 71

**400** CHILDREN ATTENDED THE SHOWS FREE OF CHARGE THANKS TO OUR GENEROUS **ADOPT-A-SCHOOL** SPONSORS

**500+** THE # OF HOURS VOLUNTEERS COMMITTED TO THE FESTIVAL

**23 000** THE # OF KIDS, TEACHERS AND FAMILIES WHO JOINED US THIS YEAR

# 2016 PROGRAMMING

One of our core ideals is that a festival directed toward young people deserves no less curatorial consideration than an event for adults. Each year we spend considerable time and resources to research and book the finest performing artists available, no matter how far we must reach to find them.

Receiving rave reviews for its 2016 programming, the OCF had the privilege to host 7 spectacular shows.

“These performances are art, but they are also a true thing. When children come to the festival, they enter a world that reflects their own innermost self, not the person they are at school, or the person society is waiting for them to be, but who they are now. The festival allows the people who love them best in the world, their families, to share that experience with them.”

Catherine O’Grady



© Chris Parker



## DOTMAZE: GET LOST!

– dotComedy, UK

A sprawling 3000 ft<sup>2</sup> outdoor hedge maze, the one-of-a-kind dotMaze is filled with unusual characters portrayed by live actors who can point you toward freedom... or another dead end! No two trips through the maze are the same, as you experience a story too twisty to ever be grasped all at once. And do watch out for the Minotaur...

## RAW METAL

– Raw Dance Company, Australia

photo by Andre Gagne



The dancers of Australia's Raw Company push dance to the outer limits, combining traditional tap dance with innovative street rhythms and astonishing feats of athleticism. Like Fred Astaire in zero G, they move with fearless grace. Children delighted in Raw's deft physical comedy, while parents grooved along with the medley of classic funk and soul numbers that feeds the innovative choreography.

## SONGS FROM ABOVE

– Teater Refleksion, Denmark

Gather in a cozy white tent, its walls studded with stars. Each star is a door, containing water or grass, a tiny house, a small person moving within a rather remarkable world. Songs from Above achieves its magic by inviting the audience into the set to experience each tiny, musical story with the gentle guidance of performer Lisa Becker.





## THE ADVENTURES OF ALVIN SPUTNIK: DEEPSEA EXPLORER

– The Last Great Hunt, Australia

This is children's theatre at its best, a richly imagined and executed show that's as rewarding for younger audiences as it is for teens and adults.

Patrick Langston, The Ottawa Citizen

The seas have risen. What humans remain farm the roofs of skyscrapers, their hopes of escape to the stars dashed. Now, one man plunges downward into the sea on a last-ditch mission to find a place for our species to start anew. The performance combined animation, puppetry and live music to capture the mysteries and wonders at the heart of the ocean.

## THE BOX BROTHERS

– Oorkaan, The Netherlands



© Andre Gagne

Almost wordless, the Oorkaan theatre's incredible quartet of percussionists tell an energetic, acrobatic and infectiously funny story with little more than their rhythm and the four wooden boxes that serve as their stage. Full of twists and turns of both body and plot, The Box Brothers hit all the right notes!

## WILL STROET & THE BACKYARD BAND – Canada



© Andre Gagne

A bilingual singer-songwriter and star of Kids' CBC's Willis Jams, Will Stroet is one of Canada's most popular children's entertainers. His infectious songs and easy silliness have audiences eating out of the palm of his hand, but he hasn't forgotten his background as a teacher! Will's songs teach kids important lessons about everything from bike safety to personal hygiene: the learning goes down easy when you're having this much fun!

## "MR. ERIC" LITWIN: LIVE! – USA

Mr. Eric is the New York Times #1 Bestselling Author of four Pete the Cat books and the new series The Nuts, but as his readers already know, he can't get enough of singing songs with his friends. A veteran folk musician and educator, Mr. Eric accompanies his interactive readings on guitar and harmonica, bringing to life his wildly popular stories with folksy melodies that will have children and parents dancing in the aisles.



## Cartoon-Coloured Glasses

By Janet Porter Lalonde,

Seeing "Mr. Eric" Litwin, through cartoon-coloured glasses.

"From the moment we arrived, I knew it would be a good time because 'Mr. Eric' asked the families to sit together. We've been to shows where the kids sit up front and parents hover in the back like Junior High Dance chaperones, but this was going to be a family affair. The kids liked that as much as we did. So we all piled on one blanket in the front row that cold Sunday morning, the kids in their polka-dot pants.

Litwin often got the kids in on teasing their parents, which the kids enjoyed. This included having them lecture us on how children learn to read best through more than just sight words and phonetics (!).

What's this, now? You see, Mr. Litwin is a 'recovering teacher,' as he put it, who noticed that his Grade 3 students didn't love to read like young kids do, and believes it's largely due to the way reading is taught. Eventually he left teaching and began working on kids' books that incorporate multisensory techniques such as movement, music, repetition, call-and-response and rhymes-- all stuff that keeps kids interested when they might otherwise lose their attention and start pouncing on their older brother (not that I have experience with that).



Eric Litwin knows what makes the kids light up. Any time I glanced over my shoulder, every kid on his or her parents' lap was singing along or roaring with laughter, and usually the parents were, too (we got our fair share of wink-wink jokes).

What a treat it is to have the Children's Festival in our own backyard (Ottawa, I mean), to get to see live performances like these made for kids and their families. We'll be singing nutty songs and doing the Polka-Dot Pants Dance for weeks to come."



# THE FESTIVAL WITHIN THE FESTIVAL!

The Children's Festival is now almost as well-known for its free onsite activities as its primary programming. An array of artisans, community organizations and sponsors gather on LeBreton Flats, providing families with a hands on engagement with the arts. A great example is the 100 Watt Earth Stage, which presents performances and workshops by kids, for kids!



Meet Kristina Watt Artistic Director of 100 Watt Earth Stage

© Andre Gagne



© Chris Parker



## Fire Deer BY LEIF CLEMANN, AGE 4

He's red. That's why he's called Fire Deer. He walks like tick, tock, tick, tock, tick tock, tick. Because he bumped into a wall, and he lost his other two hooves. He bumped his head, the very top of his head, and now he has a giant nest on the top of his head, with an egg in it. It's a chicken's egg, and a chicken laid it. It's gonna burst with lots of baby chicks. Well, they'll play around and they'll jump right in the middle of the Fire Deer's eyes, and then they'll eat them up with their beaks, the little ones. And then the Fire Deer had no eyes, so he was walking to another wall and bumped into it and his head fell off, and that's the end of the story.





# ADOPT-A-SCHOOL

It's our belief that economy and class should not be a barrier to any child's experience of arts and culture, and we strive to keep our ticket prices as low as possible. And we recognize that they may still be out of reach for some families. The Adopt-A-School program is a bold initiative that allows children in our community who would not normally have the opportunity to experience the performing arts to spend the day with hundreds of other children in this magical environment.



## What an Adopt-A-School partnership means:

Becoming an Adopt-A-School sponsor is one way you can have a direct impact on kids in your community and their access to arts and culture. Each donation made will be assigned to a registered class as soon as it is received. Once the sponsor/class partnership is assigned and confirmed, the sponsor will receive a letter with information about their adopted class.

Sponsors are also encouraged to participate in the Festival – for example, a sponsor or employee of the sponsoring company can volunteer to greet the adopted class' bus upon their arrival.

Each Adopt-A-School sponsor receives feedback and acknowledgement letters from the adopted class after the Festival. In 2016, the program made it possible for 400 students representing seven schools to attend.

# AN OPPORTUNITY FOR ALL STUDENTS

This year we welcomed students from Longfields & Davidson Heights Secondary School's Autism Program. They were an amazing help throughout this year's Festival. As ambassadors, they greeted children, provided information to other schools and helped orient them to the festival grounds. This gave the ambassadors the opportunity to gain confidence dealing with their peers and to make a contribution to their community. It also allowed other students the chance to interact with them in a shared, communal space. Those with severe intellectual challenges must be regarded as full and equal members of our city; we're so glad they could be part of our Festival!

# SCHOOL OUTREACH: WORKING WITH TEACHERS

## A UNIQUE VALUE PROPOSITION

In an era of reduced arts funding for schools, we provide a unique opportunity for children and their families to experience the rich heritage of other cultures in their own backyard. As the only performing arts festival dedicated to young people in the region, teachers appreciate the chance to show students that theatre is truly alive and well. In recent years we've hosted performers from Australia, Brazil, China, Denmark, France, Kenya, Peru, Scotland and the US.

## FRIENDSHIP UPDATE

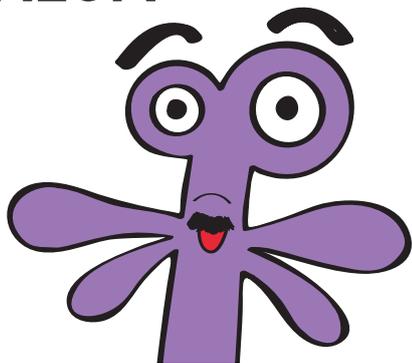
Our intrepid School & Community Liaison continues to work overtime forging our all-important relationships with local educators, staying in touch year-round via special teacher newsletters, promotions and an onsite teacher tour of the festival grounds.

"This is what true learning should be, when you have people, associations and organizations in the community working with schools to provide authentic learning opportunity. Children who are educated with and in the community receive richer educations than those just locked into brick and mortar schools."

Sharon Martinson, Longfields & Davidson, Teacher

*for sponsorship opportunities*  
Contact Dawson Hamilton  
Sponsorship Manager  
[dawson@ottawachildrensfestival.ca](mailto:dawson@ottawachildrensfestival.ca)

# MEDIA COVERAGE 2016 ADVERTISING CAMPAIGN



Our 2016 edition drew more attention from the media than ever before, thanks to an extra-dynamic lineup and the help of a certain photogenic dino!

The Festival and its performers were featured on CTV Ottawa Morning Live three times, introducing audiences to the musical stylings of Will Stroet, Songs from Above star Lisa Becker and “Eccentric” Adam Zimmerman’s Dino Project, who behaved himself aside from attempting to devour the head of one of our staff! Adam also drew flashbulbs at Little Italy’s CycloFest, where he made an unexpected appearance during the bike parade to a chorus of laughs and squeals!

We joined Adrian Harewood on CBC’s Our Ottawa, made headlines in the Ottawa Citizen and online on some of the city’s most popular blogs.

	MEDIA	CIRCULATION	INSERTION
NEWSPAPER	Ottawa Citizen	450 000	April, May
	Ottawa Metro	88 000	May
	Aylmer Bulletin	44 600	April
	Kingston Whig-Standard	54 000	May
	Barrhaven Independent	20 000	May
	The OSCAR (Ottawa South Community Association Review)	8 600	April
RADIO	Majic 100	ads, promos, contesting, mentions, live broadcasts	April, May
	CFRA	ads, promos, contesting, mentions	April, May
	CHRI	ads, promos, contesting, live broadcast	May
	CHIN Radio	ads, promos, contesting, mentions	April, May
ONLINE	CBC Banner Ad	400,000 impressions	April, May
	Macaroni Kid Web, Banner Ad, Newsletter	20,000 impressions/month	March, April, May
	MAJIC100.com	Sponsor ads, link to OICF, Social Media support	April, May
MISCELLANEOUS	OC Transpo, Exterior Bus Ads	207 967 impressions	April, May
	OCF Bookmark	5 100 copies	March, April
	OCF Flyers	2 200 copies	March, April
	OCF Poster	200 copies	April, May
	OCF Program / Canada Post	12 000 copies	March - May
	Newsletter	1 250	April, May



**OTTAWA CHILDREN'S FESTIVAL**

**MAY 10-15**

ottawachildrensfesti

*For people who like...*  
While designed for little international, multidisciplinary lineup will also captivate. We can all use a little m

**Insider's Scoop -**

*O'Grady, Artistic Director*  
"Visitors who don't know come and expect something which we don't have. We do have is award-winning professional theatre, music and dance from around the world. Visitors are always struck by the quality of the work. A lot of adults we see at the festival have never themselves seen live theatre so they don't know what to expect!"

*Can't Miss: The Adventure of Alvin Sputnik: Deep Space Explorer, featuring animatronics, puppetry and live music. Stunning views of the Ottawa River and Parliament Hill from LeBreton Flats Park.*

*For the Young at Heart*  
in the dotMaze, an interactive hedge maze full of strange characters to lead you to freedom. Minotaurs.

ADVENTURES OF ALVIN SPUTNIK - (MUSIC BY KEVIN ANDERSON)

from top left

Where Ottawa  
May / June 2016

-  
CBC Interview with  
Adrian Harewood

-  
CBC News  
May 2016

-  
CTV interview with  
Adam Zimmerman and  
his DINO project

Spring is in the air, along with the sounds of music, dancers, puppets – and even the “heave ho” of dragon boat racers! May and June raise the curtain on Ottawa’s festival season, and all the city’s a stage. From tantalizing theatre to an electrifying block party, the capital has the cure for your spring festival!

**Ottawa Children's Festival features giant Flats Park**

**Festival features performers from Australia, U.S., U.K., Denmark and The Netherlands**

CBC News Posted: May 13, 2016 7:50 AM ET | Last Updated: May 13, 2016 7:50 AM ET



**TOP 5 CITIES**  
 Ottawa-Gatineau  
 Montreal  
 Toronto  
 Brampton  
 Kingston

**SOCIAL MEDIA & ONLINE**

Kids love hide and seek; adults searching online for info on the Festival, not so much. That's why we continue to evolve our website and broadcast our likable personality through social media. As an overenthusiastic math teacher might say, let's explore the world of numbers!

**JAN 1 - JUN 1**

**WEB TRAFFIC**

**26 000**

Unique Visitors

**110 000**

Pageviews

**WEBSITE ANALYTICS**

In the last few years our box office has gone digital, with the majority of sales now via the e-ticketing service integrated with our website. The website is our public face, and we're proud of its broad mobile-friendly layout, intuitive navigation and assortment of videos and graphics. We saw a 27% day-to-day increase in website usage during the Festival over 2015, already our best year in terms of traffic to that point!

**2240**

Twitter Followers

**3100**

Facebook Likes

**WEB AND SOCIAL MEDIA CAMPAIGN**

**MEDIA PARTNERS**

- City of Ottawa – Spotlight ▶
- Ontario Cultural Attractions Fund ▶
- Ottawa Festivals ▶
- Ottawa Kiosk ▶
- Eventful ▶
- Yelp ▶
- Ottawa Family Living ▶
- Ottawa Tonite ▶
- Couch Assassin ▶
- Love Ottawa ▶
- XOVELO ▶
- Macaroni Kid ▶
- Cartoon-Coloured Glasses ▶
- Ottawa Start Blog ▶
- Ottawa Mommy Club ▶

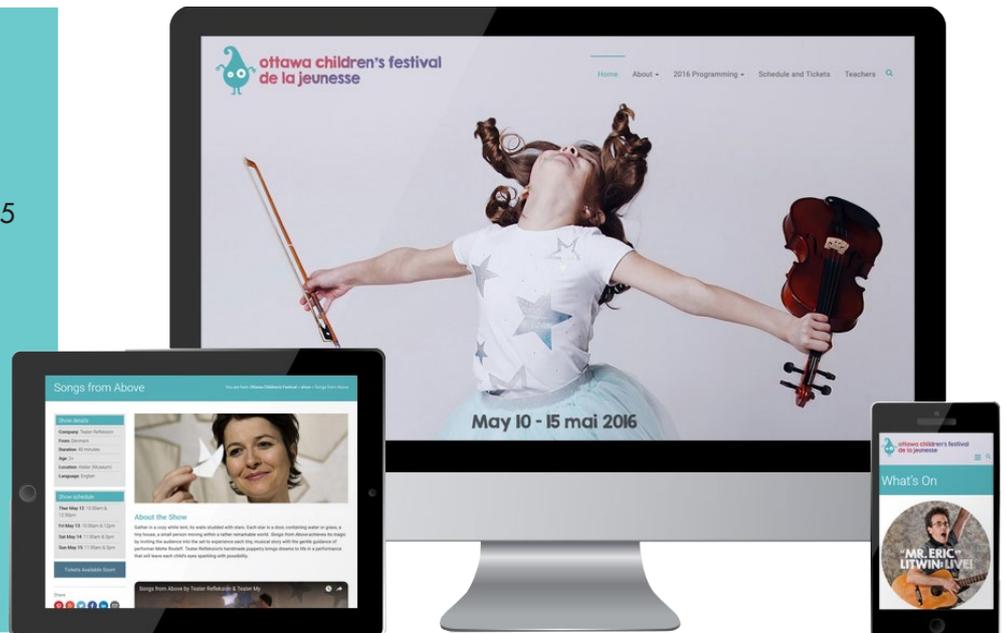
**CONTRIBUTION**

- Detailed event listing
- Blogger - Photos
- Blogger – photos, video
- Sponsor/Blogger
- Blogger – Cartoonist
- Blogger – Event Listing
- Blogger – Contesting – Event Listing

## SURE THEY LIKE US, BUT WHO ARE THEY?

Facebook post reach was 85 % female and 12 % male  
Primarily 25-44 years and from the National Capital Region and Southern Quebec

\* Promoted posts were intentionally targeted to reach mothers and female-identifying caregivers.



## WHERE DID THEY COME FROM?

41.2 % Organic Search

21.5% Paid Search

16.7 % Direct

14.4 % Referral

5.2 % Social 1% Other



**XOVELO**  
Instagram  
- video -  
BLOG POST

# PRINT & PAGEANTRY

When a child and their family walk onto the festival grounds, we want them to feel instantly that they've walked into the right bright and crazy place. That means massive banners and balloons, flags, posters and upright displays. During the 2016 festival signage was visible from the Ottawa River Parkway and from Booth Street, both of which are highly travelled roadways that carry rush hour traffic from and to the downtown core and Gatineau. Thanks to the spectacle of the dotMaze and our humungous title signage we couldn't be missed! Over 40 banners and Trilites were printed and set-up onsite this year.



The adventure starts here / L'aventure commence ici

**Shows / Spectacles**

- 1 Tent 1 / Tente 1**  
Raw Metal: Raw Company  
The Box Brothers: Oorkaan
- 2 TD Music Tent / Tente de musique TD**  
"Mr. Eric" Litwin: Live!  
Will Stroet and the Backyard Band
- 3 Théâtre Barney Danson Theatre**  
The Adventures of Alvin Sputnik:  
Deep Sea Explorer; The Last Great Hunt
- 4 Atelier C/D**  
Songs From Above, Teater Refleksion  
"Mr. Eric" Litwin: Live!\*  
\*May 11 only / Le 11 mai seulement
- 5 dotMaze: Get Lost!**  
dotComedy  
\*See full schedule at dotMaze entrance  
\*Horaire située à l'entrée de dotMaze

**Activities / Activités**

- A Altitude Gym**
- B Tente Long & McQuade**  
Instrument Petting Zoo  
Zoo d'instruments apprivoisés
- C Activity Zone / Zone d'activités**  
Diefenbunker Spy Camp  
Camp d'espionnage Diefenbunker  
YMCA / YWCA
- D Tente Mad Hatter Tea Party**  
Mad Hatter Tea Party  
Dégustation de thé et de biscuits  
Busker Birthdays
- E Kromatik**
- F Ottawa School of Art / École d'art d'Ottawa**
- G Dining Tent / Aire de restauration**  
100 Watt Earth Stage  
Scène de la terre 100 Watts
- H TREAD ON IT!**

**Services / Services**

- P** Parking / Stationnement
- II** Food Vendors / Fournisseurs de Nourriture  
Snack Shack  
Iceco Ltd.  
GI-MI Food Concession
- W** Washrooms / Toilettes
- I** Information, Box Office, and Lost Children / Centre d'information, billetterie, et les enfants perdus
- +** First Aid / Premiers soins
- Bus** Bus Drop-Off / Débarquement d'autobus

**Ottawa Children's Festival de la jeunesse**  
**PARC DES PLAINES LEBRETON FLATS**

Logos: TD, Canadian War Museum / Musée canadien de la guerre, Ontario Arts Council / Conseil des arts de l'Ontario, Canada, Ottawa



**Barehanded we plastered** the city's streetpoles with posters, stuffed mailboxes with brochures, snuck bookmarks into books and wore the festival logo proudly on our chests.

As we do each year, OCF produced a bilingual, full colour program that is mailed to schools, educators and over 12,000 households via our direct mail campaign. The program contains the Festival schedule, a description of each performance and activity, a map, photos, pricing, sponsor information and logos and OCF contact information. As part of the marketing campaign, programs are also distributed in key locations throughout the National Capital Region, including libraries, community and recreation centres, hotels, tourist information centres, museums and retail establishments targeting families and children.

# 2016 SPONSORS AND COMMUNITY FUNDERS

The Festival is proud to have partnered with the following organizations this year. We look forward to building on these relationships for years to come!





**MARKETING**

**NETWORK**

**BRAND**

**RECOGNITION**

**RELATIONSHIP**

*for sponsorship opportunities*  
Contact Dawson Hamilton  
Sponsorship Manager  
[dawson@ottawachildrensfestival.ca](mailto:dawson@ottawachildrensfestival.ca)

WWW.OTTAWACHILDRENSFESTIVAL.CA



SEE YOU  
NEXT YEAR!  
2017 FESTIVAL  
MAY 10 - 14

