



Ottawa Children's  
Festival de la jeunesse

# MEDIA MARKETING REPORT 2017



**Ottawa  
Children's  
Festival**  
de la jeunesse

T: 613.241.0999  
294 Albert St., Suite 602  
Ottawa, ON, K1P 6E6  
**Charitable Registration #**  
11891-4977-RR0001





# Ottawa Children's Festival de la jeunesse

Your questions and comments  
are always important to us.

## For general inquiries :

Catherine O'Grady  
Artistic Producer  
director@ottawajazzfestival.com

## For sponsorship opportunities

Dawson Hamilton  
Director of Sponsorship and  
Business Development  
dawson@ottawachildrensfestival.ca

602-294 Albert Street  
Ottawa, ON K1P 6E6  
613-241-0999  
Charitable Registration #  
11891-4977-RR0001



## CONTENTS »

Intro .....	1
About the OCF .....	3
Our Audience .....	4
2017 Highlights .....	5
2017 Programming .....	6
The Festival Within the Festival .....	7
Educational Outreach ...	8
Partnerships .....	9
Marketing .....	10
Digital Marketing .....	12
Advertising Campaign ..	14
Media Coverage .....	15

# INTRO

## A Message from our Artistic Producer Catherine O'Grady

**E**very 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. They have a right to safety, to love, to be cherished. 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 for more than 30 years!

We take great pride in our community, and we celebrate our diversity. We proudly welcome hundreds of new children from war torn countries to the safety of our community and happily offer to them the



common language of art, of music, of theatre, of dance; imaginative opportunities for children no matter what their cultural context.

Our children today are also the leaders and decision makers of tomorrow. Spending a day 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! Where new friends are made, boundaries are removed, and the collective joy of just being a child is all that matters!

Let's celebrate the simple joy and beauty of being young and young at heart.

### 2016 - 2017 Board of Directors

**Nick Masciantonio**  
President

**Dan Dixon**  
Treasurer

**Julie Greenspoon**  
**Paul Griffin**  
**Laurie Koensgen**  
**Catherine O'Grady**

### 2017 Staff

**Catherine O'Grady**  
Artistic Producer

**Dawson Hamilton**  
Director of Sponsorship and  
Business Development

**Suzan Zilahi**  
Director of Marketing

**Julie-Anne Madore**  
Creative Director & Webmaster

**Adi Cajo**  
Operations Manager

**Julian Selody**  
Box Office

**Lovedyne Dumont**  
Educational Outreach  
Coordinator

**Joni Hamlin**  
Community Outreach  
Coordinator

**Jordan David**  
Communication Specialist

**Kristy LaPorte**  
Graphic Designer

**Grant Young**  
**Nathan Graves**  
Production Managers

**Chris Elms**  
Operations Coordinator

**David McCallum**  
Operations Assistant

**Jacqie MacKay**  
**Christine Thompson**  
**Jean-Pierre Friquin**  
**Jacqie Likins**  
**Justin Kean**  
Artist Liaisons

**JoAnne Sherry**  
Bookkeeper



# WE ARE A PERFORMING ARTS FESTIVAL FOR YOUNG PEOPLE

"A Children's Paradise!" - CBC Radio





# ABOUT THE OCF

**E**stablished in 1985, the Ottawa Children's Festival (OCF) is a professional not for profit 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 exciting and engaging free on-site activities.

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.

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 businesses, media, government funders, community partners and corporate supporters.

## Every year, we create:

- ✔ an exciting programme of high quality arts and cultural entertainment accessible to all
- ✔ the opportunity for local artists to perform and build their networks
- ✔ new relationships with local businesses, schools and media
- ✔ a unique opportunity for young students to showcase their artistic talents
- ✔ learning opportunities for children through a wide range of creative workshops
- ✔ greater awareness and interest in the arts in the community



## Over the last 32 years the Festival has become a cultural institution that has:

- ✔ hosted well over half a million 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 the 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

In 2016, our Artistic Producer was recognized by Mayor Jim Watson with a city-wide "Catherine O'Grady Day"!

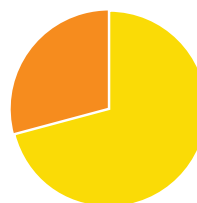




## OUR AUDIENCE

Our target audience is young people, schools, teachers, community groups, caregivers and families. Here's some info about the local area:

- ✓ More than 1.3 million people reside in the metropolitan area of Ottawa – Gatineau. There are 500,000 families in our catchment area.
- ✓ 17.2% or 227,190 are children under the age of 15.
- ✓ 26.4% or 350,125 are adults between the ages of 25-44.
- ✓ More than 50% of our audience are families, parents and grandparents with children and grandchildren under the age of 15.
- ✓ Ottawa-Gatineau welcomes over 10 million visitors annually who spend over \$1.35 billion.



### Demographics

- 78% - Local
- 22% - Tourists  
100km + from Ottawa



### 94% of festival-goers

stated they will return to visit the Ottawa Children's Festival in 2018

 SurveyMonkey®

2017 statistics compiled by Survey Monkey



# 2017 HIGHLIGHTS »



*"The Children's Festival provides a colourful experience for kids of all ages."* – **Emily Cordonier, Ottawa Life, 2017**

**10** productions

**20+** on-site activities

**100** volunteers

**36 676** attendees

**68** shows **5** days

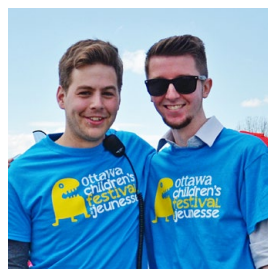
**33** sponsors

In spring 2017, the Ottawa Children's Festival hosted a spectacular five day celebration of arts and culture for young people in the heart of the Nation's Capital. From May 10<sup>th</sup> to 14<sup>th</sup>, children of all ages were entertained with a vibrant mix of theatre and dance, puppetry and live music, exhibitions and acrobatics, artistic workshops and lots of free activities; truly making the Festival a children's paradise.

The Festival showcased artists of national and international renown coming from the United Kingdom, the United States, Italy, the Netherlands and all across Canada.

## In 2017, the Festival achieved:

- ✓ a total attendance of 36 676, including 5 067 students and 65 schools
- ✓ 80% of performances were sold-out
- ✓ the contribution of over 500 hours of work from 100 volunteers
- ✓ the participation of 20 local businesses offering free on-site activities
- ✓ the construction of a million piece mega blocks city
- ✓ an advertising campaign reach of 14.8 million
- ✓ a total media reach of 20 million
- ✓ the support of over 33 sponsors, including 4 new major partnerships with Kumon, Mega Construx, Campeau Bus Lines and CEPEO
- ✓ over 30 000 unique website visitors to [ottawachildrensfestival.ca](http://ottawachildrensfestival.ca)





# 2017 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.

Focusing on inclusivity and the celebration of Canada's sesquicentennial, we made a concerted effort to offer shows in both official languages as well as non verbal productions, traditional Celtic music and aboriginal content.

The offerings at the 2017 festival reflected a deep commitment on the part of the team to offer the best in professional performing arts for young people from around the world. Projects as varied as "The Man who Planted Trees" – a show about commitment to the future and the harmony of nature, and the "Luminarium" – which offered a senses-driven experience of light and sound, all

reflected the belief in the power of a child's imagination to take meaning from all these varied theatrical experiences.

Festival-goers, young and old, enjoyed the physical theatre of the popular world class circus show *Africa Land Circus*, and the intriguing dance exploration of *Tetris* from the Netherlands.

The theatre programme included the world premier of *Baking Time*, an interactive, comic and playful performance created collaboratively by Vancouver's Presentation House Theatre and UK's Oily Cart Theatre.

The North American premiere of *Wanted*, set at dusk, showcased a brilliant visual comedy with flying acrobats and video projections on a large outdoor screen.

In honour of Canada's 150<sup>th</sup> anniversary we celebrated the "history of games" in our country as well as the time-honoured tradition of Celtic music with Nova Scotian music legend, Ashley MacIsaac. We honoured the individual artist and his/her commitment to developing work for young people; and we honoured young people's innate ability to be creative, to ask questions, to challenge and ultimately to have fun just being a kid!



*Wanted*, eVent Verticali (Italy)



Ashley MacIsaac (Nova Scotia, Canada)



*On the Sky*, DynamO Théâtre (Montréal, Canada)



Katena Luminarium, Architects of Air (UK)



Waves, All That Glows Sees, Le Théâtre des Confettis (Québec, Canada)





# THE FESTIVAL WITHIN THE FESTIVAL

**A**n array of artisans, community organizations and sponsors gathered on LeBreton Flats, providing families with an abundance of cultural, learning and physical activities. A great example is the 100 Watt Earth Stage, which presented performances and workshops by kids, for kids!



## History of Children's Games

We had a lot of fun with the 150<sup>th</sup> this year and filled the park with stations focusing on Canada's rich history of games for kids. With activities ranging from Aboriginal games designed for children, games brought by the original immigrants to Canada including the French and the Irish as well as activities enjoyed today.

Rock climbing, building blocks, archery, marble runs, shadow puppets and whirligigs, all games, old and new, were on display at the 2017 Ottawa Children's Festival. The 100 Watt Earth Stage also joined in with some crafts as well as daily readings from Barbara Greenwood's *A Pioneer Sampler*.

## Kids' Celtic Celebration

Celtic culture is alive and well in Canada! Headlining the Celtic Celebration was Ashley MacIsaac, whose amazing concerts were extremely well attended. Pauline Brown brought many of her students along to demonstrate their stepdancing skills, to the delight of MacIsaac's crowds. The Celebration continued in the Pizza Pizza Lunch Tent where amateur fiddlers performed on the 100 Watt Earth Stage and many little artists coloured in printed Celtic designs while discovering the symbolism behind them.



# EDUCATIONAL OUTREACH



Rockliffe Park Public School attended the Festival with all 400 students.



*"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, Teacher at Longfields & Davidson**



**T**his year, a record number of school groups from all across Ontario and Quebec visited the OCF. Over 5 000 students enjoyed a day at the Ottawa Children's Festival. In an era of reduced arts funding for schools, teachers appreciate the opportunity to show students that performing arts are truly alive and well.

All year long the OCF visits schools, stays in touch with educators through newsletters and engages students through interactive workshops and contests.

Creating opportunities for students to volunteer, perform and attend the Festival is another important mandate of the Festival.

## Adopt-A-School Program

We keep our ticket prices as low as possible, but recognize the economic challenges some families face. The Adopt-A-School program is an initiative that allows less fortunate children in our community to spend the day at the Festival free of charge. In 2017, 400 students attended the Festival through the Adopt-A-School program!





# PARTNERSHIPS

Collaborations and partnerships with artists, businesses, community groups and government funders are a key aspect to the successful delivery of the Ottawa Children's Festival. This year saw over 50 partners offering financial and in kind support such as: catering for artists and volunteers, venue space, equipment, on-site activities, workshops and promotion through networks. In return, partners receive promotion through the Festival program book, social media, website and opportunities for on-site presence.

These partnerships are crucial in order to: support the development and promotion of the Ottawa Children's Festival; raise the profile of the event; and increase awareness of the Festival. Partners in 2017 included:



ONTARIO CULTURAL ATTRACTIONS FUND  
LE FONDS POUR LES MANIFESTATIONS  
CULTURELLES DE L'ONTARIO



CANADIAN WAR MUSEUM  
MUSÉE CANADIEN DE LA GUERRE



Conseil des  
écoles publiques  
de l'Est de l'Ontario



Canada Council  
for the Arts

Conseil des Arts  
du Canada

Canada



AGA KHAN FOUNDATION  
CANADA



Human Resources  
Development Canada

Développement des  
ressources humaines Canada





# MARKETING

**F**estival promotion via a combination of traditional print materials, digital marketing and local engagement was integral to spread the word about the Festival and attract audiences, participants, performers and volunteers.

## » Print Materials

Despite the rise of digital marketing, print collateral remains our most important marketing tool. In 2017, we printed and distributed:

- ✓ 15 500 copies of our 32-page program book
- ✓ 4 000 flyers
- ✓ 7 500 bookmarks
- ✓ and 1 400 posters throughout downtown Ottawa and Gatineau



As part of the marketing plan, our printed materials are heavily 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.

## » City Wide Pageantry

When a child and his/her 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 2017 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 Katana Luminarium and our large title signage we couldn't be missed! Over 40 banners and trillites were produced and set-up both on-site and around the city.







During *Get Festive Live*, local visual artist Corinne Blouin led a live collaborative painting session. Kids as young as 2 years old helped to paint the two canvases.



## » Community Engagement

Engaging the community through our participation in family friendly events has become a big part of our efforts to create more awareness and broaden our audience.

Since the beginning of the year, the OCF set up booths at:

- ✓ Kidsfest (April 1-2, 2017)
- ✓ Parent and Child Expo (March 25-26, 2017)
- ✓ Salon du livre de l'Outaouais (February 23-26, 2017)
- ✓ Get Festive Live (May 27-28, 2017)
- ✓ Lansdowne Market
- ✓ Activation at Wholefoods for Family Day

*Build a Monster Buddy* workshops, contests and giveaways were all part of the activities offered during our community outreach events.

## » Contests

Ticket giveaways and contests ran on Magic 100, CFRA, CHRI Family Radio, Kids Ottawa, Ottawa Mommy Club and Macaroni Kids. Additionally, the Festival curated their own social media contests on Facebook and Twitter.

### Top facebook contest



**Kids Ottawa**  
April 28, 2017

Win a family pass to the Ottawa Children's Festival!

To enter: like our post, tag a friend and comment on which show you would like to see between "Waves, all that Glows Sees" (ages 18 months to 4 years) or "I on the Sky" (7& up)!



**Ottawa Children's Festival 2017 - Ottawa Kids**

The 2017 edition of the Ottawa Children's Festival will be held from May 10th-14th and will feature some of the best performing arts from around the world

OTTAWA-KIDS.COM

 75 Reactions 68 comments 24 shares



# DIGITAL MARKETING

2017 statistics provided by Google Analytics

## OttawaChildrensFestival.ca

The website is our public face, and we're proud of its broad mobile-friendly layout, intuitive navigation and assortment of eye-catching videos and graphics. It features a fast and secure e-ticketing system, easy online application forms and interactive content.

In 2017, 72% of visitors to the website came from Ontario and 27% from Quebec.

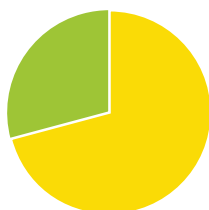
During the Festival (May 10<sup>th</sup> to 14<sup>th</sup> 2017), our site had:

- **10 144** unique visitors
- an average of **2 748** visits per day
- **48 901** total pageviews



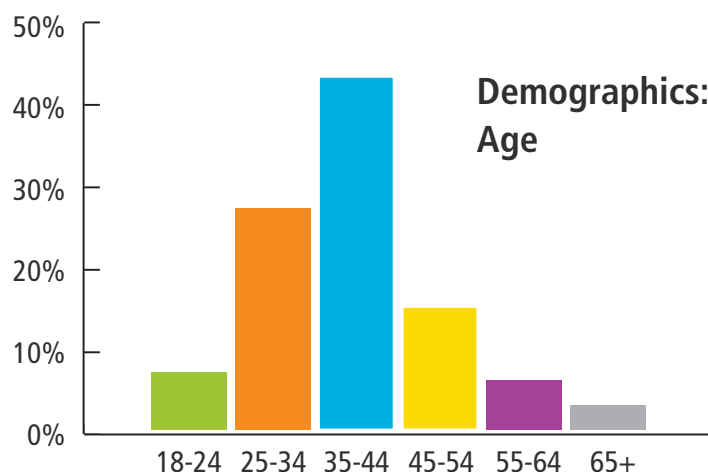
### Devices

- 57% - Mobile
- 33% - Desktop
- 10% - Tablet



### Demographics: Gender

- 71% - Female
- 29% - Male



### Demographics: Age

## Top Referring Sites

Although most visits to the website in 2017 came from organic searches via search engines, direct links and social media channels, over 3 000 visits came from these top referring sites:





## Social Media

Social media played an integral role in promoting the Festival; connecting us with potential visitors, artists and partners. A series of posts advertising acts and posts targeting different groups were planned and scheduled through the festival campaign period reaching a total of 125 169 people.

Below is an overview of our established Facebook, Twitter and Instagram pages:



**3.5K** Likes  
**125K** 1 year reach



**2.8K** Followers  
**87.2K** 1 year impressions



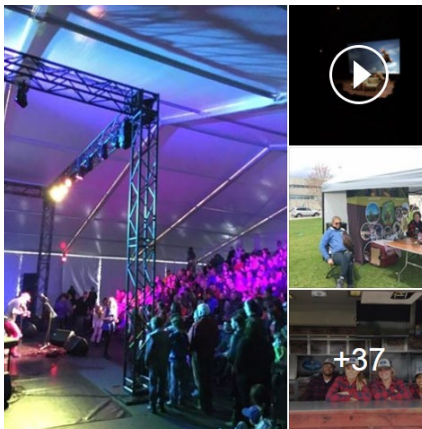
**607** Followers  
**2.1K** Total 1 year likes

### Top post in 2017



**Ottawa Children's Festival**  
May 15, 2017

To the volunteers, artists, vendors, patrons, sponsors and staff. You've made #OCF2017 a complete success...



**6,852** People reached  
**22** Reactions, comments & shares  
**271** Views

### Top May Mention

earned 275 engagements



Lianne Laing  
@liannelaing

Following

So many great things to take in at @OttawaKidsFest starting Wed-Sun- including this guy- @OttawaDino #kids #fun



8:55 AM - 9 May 2017

7 Retweets 23 Likes



1 7 23

### Top Post in 2017

earned 49 likes



ottawachildrensfest



ottawachildrensfest Stay tuned for some exciting announcements for the 2017 Ottawa Children's Festival!!!



**49** likes

NOVEMBER 22, 2016





*"This year's Ottawa Children's Festival will woo its youngest audiences."*  
 – Lynn Saxberg, Ottawa Sun, May 4, 2017

# ADVERTISING CAMPAIGN

The combination of using event listings, press releases for editorial coverage and the purchasing of advertising achieved a **campaign reach** of **14.8 million**.

2017 Advertising Campaign Table

Media	Circulation	Insertion
<b>Newspapers</b>		
Metro Ottawa	118 000	April 28
Ottawa Citizen	3 143 232	April, May (4 ads)
Kitchissippi Times	18 000	March, April (4 ads)
Barrhaven Independent	20 000	May 6
New EdinBurgh News	3 200	April 4
Manotick Messenger	10 000	April 28
Ottawa Fun Map	50 000	May 1 - Oct 31
<b>Radio</b>		
CHUO	20 000	May 5 - 14
CFRA	167,900	April 29 - May 14
Magic 100	130 800	April 29 - May 14
CHRI	7 500 000	May 10 - 14
Bell Media Radio	300 000	April - May
<b>Online</b>		
Spotlight Ottawa	2 181	May 10 - May 14
Kids-Ottawa	4 071	May 10 - 14
The Ottawa Mommy Club	13 802	May 10 - 14
Macaroni Kid	20 000	Apr 1 - May 14
Kids in the Capital	3 128	May 9
<b>Transit</b>		
OC Transpo	3 256 000	April - May
<b>Local Display</b>		
Place du centre, Gatineau	23 900	April - May (150 table stickers)



# MEDIA COVERAGE

Our 2017 edition drew more attention from the media than ever before thanks to an extra-dynamic lineup and new exciting on-site activities! The Festival made headlines in the Ottawa Citizen, the Ottawa Sun, CBC News, CTV and online on some of Ottawa's most popular blogs. Our **TOTAL MEDIA REACH** for 2017 was **20 million**.

*Whether you're five or 50, a world of enchantment and magic awaits beneath the Ottawa Children's Festival tents, set up in front of the Canadian War Museum. – Sandra Abma, CBC News*

## "Not just kid stuff" CBCnews | Ottawa

By Sandra Abma, CBC News | Posted: May 12, 2017 4:41 PM ET

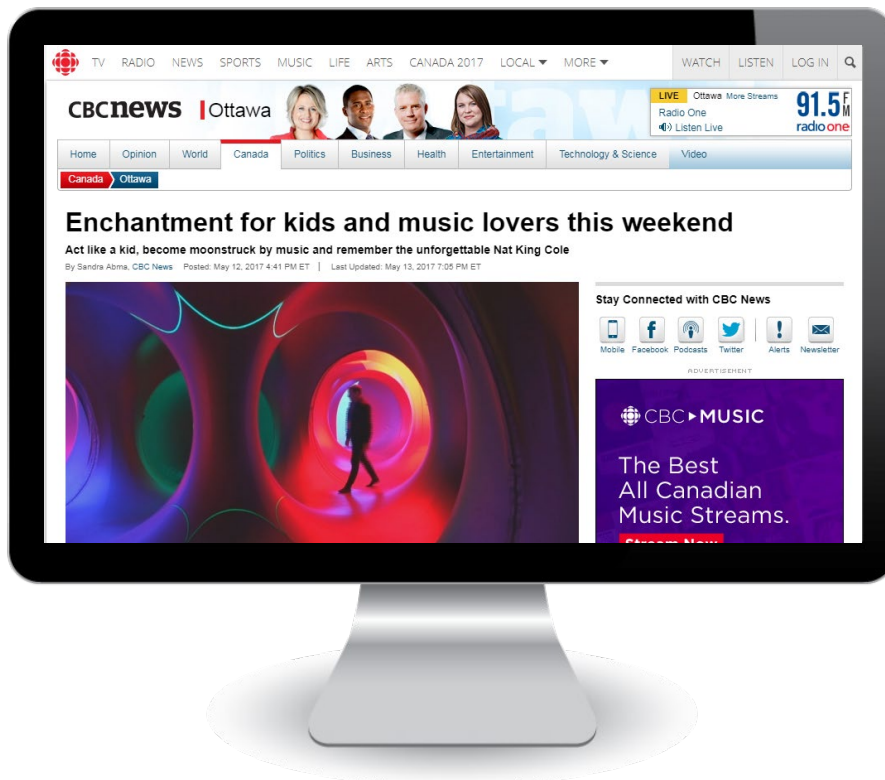
**W**hether you're five or 50, a world of enchantment and magic awaits beneath the Ottawa Children's Festival tents, set up in front of the Canadian War Museum. Some of the world's most innovative theatre professionals have devised family-friendly productions that encourage participation, spark imagination and elicit wonder. Arts and crafts workshops, Mega Construx construction sites, and climbing walls dot the landscape.

The centrepiece is surely Katena, Luminarian, a sprawling, inflatable construction that winds its way through the park. Designed by UK arts collective Architects of Air, the bulbous inflatable bears a passing resemblance to birthday-party bouncy castles — albeit on steroids. The giant art installation is actually a luminous maze meant to be walked through and experienced with others.

**WHERE:** LeBreton Flats Park, in front of the Canadian War Museum.

**WHEN:** Until Sunday evening, with the final presentation scheduled for 8 p.m.

**COST:** \$13 for a ticket for one show, \$30 for three-show package. Tickets can be purchased on-site.



**Sandra Abma**  
Journalist

Sandra Abma is a veteran CBC arts journalist.





OTTAWA CITIZEN SATURDAY, MAY 6, 2017

SECTION E

LYNN SAXBERG

When Kim Selody became artistic director of a company that specializes in theatre for young audiences, he, like many theatre professionals, tended to look down on productions aimed at very young children.

At the time, almost 20 years ago, it just wasn't very interesting for grown-ups, either to perform or watch. Colleagues advised him to drop it.

But the company he worked for, St. Catharines' Carousel Players, had a mandate to create participatory work for youngsters, and the local schools wanted it.

"So I put a mission on myself to find somewhere in the world where they were doing work that was respected," Selody said in a phone interview.

Now the artistic director of Vancouver's Presentation House Theatre, he's heading east to bring the company's production of *Baking Time* to the Ottawa Children's Festival, which runs May 10-14 at LeBreton Flats Park, and two other locations: La Nouvelle Scène and the theatre at the Canadian Museum of History.

Back in the day, Selody's quest for quality children's theatre led to Oily Cart, a British company that's been developing theatre for children under five, as well as children with disabilities, since the 1980s. They've won awards for their efforts.

"That's when I found out that the sophistication and the design and the themes were at an adult level. It was really interesting theatre, forget who it was for," Selody says. "It was a big paradigm shift for me. You can't blame the theatre community for not seeing the value in the work if it hasn't been done on that level."

His new show, *Baking Time*, is a collaboration with Oily Cart that revolves around the multi-sensory experience of baking bread. It's aimed at children aged three to six, an age group that's part of the fastest-growing audience for theatre. Theatre for the very young, or TVY, is gaining in popularity around the world, with some companies designing theatre aimed at children even younger, from birth to 18 months.

For the first time, this year's Children's Festival features two productions for the very young, and their parents.

In addition to *Baking Time*, families can see *Waves: All That Glows Sees* by Quebec's Le Théâtre des Confettis, which is geared to children from 18 months to four years of age.

During her research, watching audiences convinced Children's fest artistic director, Catherine O'Grady, of the value of theatre for the very young. The form is sometimes characterized not by a text-based story but by a setting that engages all the senses.

"I resisted it for a really long time because story is everything in theatre as far as I'm concerned," O'Grady said, "but when you're in the experience with those little ones watching the actors, you realize the artists are leaving indelible impressions on them."

Canadian theatre companies outside Quebec are a little behind



Le cœur en hiver (*A Heart in Winter*), which is part of the 2017 Ottawa Children's Festival.

## YOUTH WILL BE SERVED

Children's Festival adds shows to woo preschoolers



Clockwise, from left: *Baking Time*, *Tetris* and *Africa Land Circus*, coming to the 2017 Ottawa Children's Festival.

the trend, but TVY is already popular throughout Europe, one of the few forms of live performance art that's actually gaining an audience in the digital age.

Why? Because, as Selody points out, a growing number of parents

and caregivers want something to do with their children that doesn't involve a screen.

"You need a shared experience," he says. "As a way to socialize them, it's actually an integral part of their development. Being in a room with

adults and children together is a truly live and interactive experience. When your kids get to be nine, they don't necessarily want it."

It's also good for the business of theatre. *Baking Time* is the fourth

### OTTAWA CHILDREN'S FESTIVAL

**When:** May 10-14

**Where:** LeBreton Flats Park, Canadian War Museum, Canadian Museum of History, La Nouvelle Scène

**Admission:** \$7-\$13 per person per show, plus free on-site activities.

**Information and tickets:** ottawachildrensfestival.ca

#### THE FESTIVAL'S 10 PRESENTATIONS:

**Africa Land Circus:** The culture of Guinea expressed through music, rhythm, acrobatic stunts and dance.

**Ashley MacIsaac:** Three-time Juno winner and Canadian fiddling sensation.

**A Heart in Winter:** Puppet theatre adaptation of Hans Christian Andersen's *Snow Queen*.

**Baking Time:** Making bread with Bun and Bap, two playful bakers.

**Katena Luminarium:** Wander between labyrinthine tunnels and cavernous domes inspired by Islamic architecture.

**Tetris:** Dance quartet inspired by the classic '80s game.

**The Man Who Planted Trees:** Theatrical adaptation of Giono's environmental classic combines animation and puppetry.

**Wanted — Eventi Verticali:** Acrobatics, comedy and video projections outdoors.

**I On The Sky:** A non-verbal world of movement, imagery and music where poetry sways reality.

**Waves: All That Glows Sees:** Puppetry and magic for the younger crowd.

production for the very young mounted by the Vancouver company, and like the others, it was a hit during a recent run.

"In our company, this is the most popular work," Selody said. "As a business, we spend less money having to advertise to get more people booking it. Through social media, when the circles of moms and parents find this work is going on and it's quality, it spreads like wildfire, and they come."

As for the play, it sounds like a messy but fun musical, with a cast that includes musicians on cello and accordion.

"We really bake bread during the show," explains Selody. "The kids come in, they get to touch and feel the ingredients, and go through the process of helping the bakers bake the bread. A big part is waiting for the bread to bake so we tell the story of a little bread baby while waiting."

"It's a military operation to figure out how to do all that because we're still dealing with parents who are concerned about safety, health, nutrition, messaging, and they also want to be engaged in something. The concept has to work at an adult level to show the value to a child."

"When you hit gold is when both of you have a really good time."

lsaxberg@postmedia.com  
twitter.com/lynnasaxberg





CTV Morning Live showcased the Festival during two five minute interviews. The TV spotlights appeared on May 9<sup>th</sup> and 11<sup>th</sup> featuring a live performance by Ashley MacIsaac as well as an appearance by local entertainer Eccentric Adam and his famous life-size dinosaur Russell T. Wrecks.







**OttawaChildrensFestival.ca**

**T:** 613.241.0999

**F:** 613.241.5774

602-294 Albert Street

Ottawa, ON K1P 6E6

613-241-0999

Charitable Registration #

11891-4977-RR0001