

INTERNATIONAL CHILDREN'S FESTIVAL

May 31 – June 4, 2011 • PUBLICITY SUMMARY

Date	Medium	Article / Broadcast Content	Photo Description
March 25, 2011	Saint City News	Hanging by a thread Caption: Lynne Goddelin, with acrobatic duo Acrofusion, performs during the launch of the 2011 International Children's Festival, which will be held at venues across St. Albert from May 31 through June 4. The 30 th anniversary of the festival features musicians, artists, circus performers, actors, jugglers, dancers and much more. For a full list of performers, activities and ticket information, visit www.childfest.com .	Medium colour photo of Lyne Gosselin of Acrofusion.
March 25, 2011	Edmonton Journal	Run away to the circus at this year's Kids' fest Liz Nicholls Mentions line up for festival, all stage productions. Briefly mentions site activities and site performers. Gives ticketmaster contact info, phone and web and Arden box office phone #.	Large black and white photo of Il Circo performer. Small black and white photo of Baobab.
March 26, 2011	St. Albert Gazette	International Children's fest turns 30 Anna Borowiecki Article about Viaggio, and the additional performances added for that show. Other performers mentioned: St. Albert's Children's Theatre, Bboyism, Slingsby Theatre, Mexico's Marionetas, Matthias Kutcha, Mermaid Theatre and Splash n' Boots. Ticket info, phone number and price range given. Ticketmaster website given.	Medium black and white photo of Lyne Gosselin of Acrofusion.
May/June 2011	Where magazine	Festival City Listing of the festival with a brief description of how many activities and performers and location. Specify Viaggio show. Phone numbers and website listed.	Cover colour photo of Sam Trego from Il Circo. 1 large and 1 small colour photo of Viaggio, small colour photo of Cheeseboy.
May 4, 2011	St. Albert Gazette	Festival calls out for volunteers Anna Borowiecki Interview with Nina Brownton, where she explains why the increased need for volunteers. Website is given as a contact.	No photo
May 4, 2011	Real Estate Weekly	30 years of inspiring imaginations Article with description of how many shows, site activities, dates. Interview with Nancy Abrahamson – mentions 30 th anniversary, circus performance, additional night performances, cost of tickets. Brief summary of outdoor stage performers. Box office and ticketmaster numbers and website given as contact. Also mentions you can get brochures at Tim Horton's.	Large colour photo of Neatoe the Clown
May 14, 2011	St. Albert Gazette	Colourful Cake caption: Four-year-old Valerie (last name withheld) surveys colourfully decorated cupcakes at the first annual Butterfly Cupcake Challenge at St. Albert Centre last Saturday. Eighteen teams decorated gourmet cupcakes to sell in support of the Northern Alberta International Children's Festival which runs in St. Albert from May 31 to June 4.	Large colour photo of 4 year old girl looking at cupcakes.
May 25, 2011	St. Albert Gazette	Stonecutter kids it up at festival	No photo

		Kevin Ma Mentions the expanded aboriginal presence at the festival. Explanation of what Stewart Steinhauer will be doing with kids during the festival. Also mention of Sharon Kootenay with Aboriginal Arts Council of Alberta with the Inuit printmaking program.	
May 25, 2011	St. Albert Gazette	Community calendar column. Information on all shows, site activities with prices, location, times and special discount days. Website provided.	Small colour photo of Nikolai
May 26, 2011	See Magazine	Children's Story Amy Neufeld Story about the 30 th anniversary of the Festival and how it's grown over Nancy's 17 years of running the festival. Descriptions of a few shows: Cheeseboy, Viaggio.	Medium colour photo of child with rainbow balloon hat.
May 27, 2011	Saint City News	Children's festival set to shine for 30th birthday Ian Kucerak Story about the circus coming to festival. Interview with Nancy Abrahamson. Mentions St. Albert Children's Theatre and some site activities; quantity of volunteers we have this year; outlying communities that come to the festival; connection to curriculum in schools. Other shows mentioned: Baobab, Bboyizm, Cheeseboy. Dates and website given.	No photo
May 28, 2011	St. Albert Gazette	It's a kid's world Anna Borowiecki Mentions the evolution of the Festival since it was brought here by Gail Barrington-Moss. Interview of Nikolai Smith and Nancy Abrahamson, talking about what makes the festival so special and successful. Nancy mentions some previous artists over the years and how the festival grew from something so small to a \$1.4 million festival that is not dependent on tax funds.	Large colour photo of Nikolai, small colour photo of Nancy.
May 28, 2011	St. Albert Gazette	Cirque spectacle explodes at children's fest Anna Borowiecki Mentions the history of Il Circo and what the story of Viaggio is about. Interview with founder of Il Circo – Sam Trego. Dates of festival, ticket price for circus, phone number and ticketmaster website given.	Small colour photo of circus performer
May 28, 2011	St. Albert Gazette	Community calendar column. Information on all shows, site activities with prices, location, times and special discount days. Website provided.	No photo
May 28, 2011	Edmonton Journal	Front page header. Caption: Children's Festival happily low tech. Arts & life D1	Small colour photo of Emilio and the cow puppets
May 28, 2011	Edmonton Journal	Defying arts frontiers for the sheer fun of it. Liz Nicholls Full page, front page of Arts & Life section. Mentions details of <i>Emilio and the Enchanted Cow</i> , <i>Viaggio</i> , <i>Cheeseboy</i> , <i>Baobab</i> .	Half page colour photo of circus performer, large photo of Emilio and the Cow puppets.
May 28, 2011	St. Albert Gazette	The International Children's Festival! Caption: Music, theatre, dance, puppetry, storytelling. Stage shows, hands-on activities and site entertainment too! Starts Tuesday!	Colour photo of crowd in front of St. Albert Place.
May 30, 2011	The Edmonton Sun	Kids' fest amps up fun for special anniversary Colin Maclean Mentions a few things to expect at festival: Etch-a-sketch	Medium colour photo of child dancing. Medium colour photo of site performers with child.

		guy, education station, Outdoor stage programs, Il Circo. Gives prices of il Circo tickets day/ eve.	
May 31, 2011	Edmonton Journal	Broadway runs away to circus Liz Nicholls Article about the history of il Circo and the making of Viaggio. Gives location of show, performance dates, phone numbers for tickets and ticketmaster website.	Medium black & white photo of circus performer.
June 2011	SNAP St. Albert	Butterfly cupcake challenge for Children's Festival with blurb about where and when the cupcake challenge took place .	Page of small photos of participants with their cupcakes, includes photos of Festival staff, volunteers, sponsors
June 1, 2011	Edmonton Journal	Life is a masquerade Caption: Students from Mother Teresa School showing off their masks they made at opening day at the International Children's Festival in St. Albert on Tuesday. It runs until the 4 th .	Large colour photo of school kids wearing masks.
June 1, 2011	St. Albert Gazette	Smiles and laughter Anna Borowiecki & Scott Hayes Reviews for: <i>The Evolution of B-boying Bboyizm; Il Circo; The Tragical Life of Cheeseboy; Emilio and the Enchanted Cow</i> . Mentions age appropriateness and venues.	Medium sized photos of a circus performer and <i>Cheeseboy</i> , small photos of <i>Bboyizm</i> and <i>Emilio</i> .
June 1, 2011	St. Albert Gazette	Paragraph of info on Children's Festival , Caption under photo: Music, theatre, dance, puppetry and storytelling. Stage shows, hands-on activities and on-site entertainers! Come out and play... the fun goes on all week!	Small colour photo of girls with balloon animal hats and face painted.
June 3, 2011	Edmonton Journal	Kids' Fest conjures up magic for all ages Liz Nicholls Mentions her two favourite shows: The Tragical Life of Cheeseboy and Baobob and their simple yet very effective ways of telling their stories for children.	Large colour photo of Cheeseboy and smaller colour photo of Baobob puppet
June 3, 2011	Saint City News	Kids' Festival fun Caption: Owen Aguiar, 7, was one of many children who took in Stewart Steinhauer's carving course in the Stone Cutter's Lodge tent at the International Children's Festival. The event continues through Saturday in venues across downtown St. Albert. Check P. 14 for stories about current performances and www.saintcitynews.com for photography from the popular children's festival.	Large colour Photo of boy working with stone tools.
June 3, 2011	Saint City News	The beauty of Baobab Olav Rokne Article about that play specifically and where and when it performs at the festival.	No photo
June 3, 2011	Saint City News	Cheeseboy makes gouda time for all Olav Rokne Article about that play specifically and where and when it performs at the festival.	No photo
June 4, 2011	St. Albert Gazette	Coming Full Circle Caption: An Il Circo performer keeps audiences amazed with his circular circus-like feats completed with a German wheel that whizzed along the stage of the Arden Theatre during the Northern Alberta International Children's Festival. The festival concludes today. For more coverage, including reviews of performances, see pages 38 and 39.	Large colour photo of circus performer in wheel.
June 4, 2011	St. Albert Gazette	Colourful Costumes Caption: Il Circo performs <i>Viaggio</i> , the headline act at the Northern Alberta International Children's Festival on Thursday. The festival wraps up today	Medium sized colour photograph of circus performer
June 4, 2011	St. Albert Gazette	Encore! Encore!: More reviews from the children's	Large photos of: <i>Very Hungry</i>

		<p>festival Anna Borowiecki & Peter Boer</p> <p>Reviews for <i>Baobab</i>; <i>Alexander and the Terrible, Horrible, No Good, Very Bad Day</i>; <i>The Hungry Caterpillar</i>; <i>Rumpelstiltskin</i>; <i>Splash 'n Boots</i>. Mentions age appropriateness and venues.</p>	<p><i>Caterpillar</i>, <i>Baobab</i>, Running Thunder Dancers. Small photos of: <i>Splash 'n Boots</i>, <i>Rumpelstiltskin</i>.</p>
July 2011	SNAP	<p>Childrens festival celebrates 30th anniversary in grand style Caption of when the festival took place, info about Il Circo and where on Snap's website to see all photos.</p>	<p>One page small colour photos of staff, volunteers, sponsors at festival</p>