

FOR IMMEDIATE RELEASE: Tuesday, July 2, 2013

Media Contact: Roxanne Deans, 416-670-6074

storymobs@gmail.com

www.storymobs.ca



StoryMobs is thrilled to present

Where the Wild Things Are

Let the Wild Rumpus Begin!

Toronto, ON... StoryMobs proudly presents its first ever StoryMob ***Where the Wild Things Are*** on **Saturday, July 13**, somewhere in downtown Toronto.

StoryMobs are where great kids' books meet flash mobs with a dash of Mardi Gras thrown in. A story mob is inspired by an exceptional children's book and allows for participation in a variety of ways. These may include costumes & props, copies of the book, simple choreography, musical instruments and vocal parts. StoryMobs are primarily aimed at families, but warmly welcome the involvement of book-lovers, flash mob-enthusiasts and fun folks of all ages. StoryMobs is a free event.

Like other flash mobs, StoryMobs appear out of nowhere in an apparently spontaneous way, in a busy public space, at a (quietly) designated time and then disperse without any additional fanfare after they have finished. The StoryMobs project is produced by former theatre professionals and current entrepreneurs Gretel Meyer Odell (owner and operator of Fancy Pants Kids www.fancypantskids.ca) and Roxanne Deans (former bookstore owner and creative mind behind www.roxannereads.com). Both women see this initiative as a way of inspiring a sense of community and nurturing literacy and imagination.

"Where the Wild Things Are is a book that has traveled generations, appealing to both adults and children and is a story that is just as enjoyable to read as it is to hear," says Meyer Odell. "The imagery and actions in the book lend themselves perfectly for participation. The characters can literally come alive off the page with joy and pandemonium."

This summer the StoryMobs project will be organizing four StoryMobs, taking place (at secret locations) in Downtown Toronto in July, August and September.

-more-

STORYMOB SCHEDULE

*Location for all StoryMobs will be given to participants 24 hours before event.

Book: ***Where the Wild Things Are*** by Maurice Sendak

Date: Saturday, July 13, 2013,

Time: Sometime between 1:00 and 4:00pm

Book: ***Jillian Jiggs*** by Phoebe Gilman

Date: Saturday, July 27, 201

Time: Sometime between 1:00 and 4:00pm

Book: ***The Paper Bag Princess*** by Robert Munsch

Date: Saturday, August 17, 2013

Time: Sometime between 1:00 and 4:00pm

Book: TBA

Date: Saturday, September 7, 2013

Time: Sometime between 1:00 and 4:00pm

A NEW KIND OF FAMILY EVENT. ALL FREE. ALL FUN. ALL ABOUT THE LOVE OF READING

StoryMobs is committed to making a difference for kids who don't have many books in their lives by donations of books in support of the Children's Book Bank www.childrensbookbank.com. Plus, it's going to be a ton of FUN!

Visit the StoryMobs website at www.storymobs.ca for more information on how to get involved.