

**FOR IMMEDIATE RELEASE: Tuesday, July 16, 2013**

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StoryMobs proudly presents

## **Jillian Jiggs**

*"It looks your room has been lived in by pigs..."*

Toronto, ON... StoryMobs is thrilled to present its second StoryMob ***Jillian Jiggs*** on **Saturday, July 27**, somewhere in the east end of Toronto.

After their successful first StoryMob, *Where the Wild Things Are* on Saturday, July 13, 2013, the StoryMobs team is at it again with Phoebe Gilman's classic *Jillian Jiggs*.

Gilman's lively rhyming text alongside her equally playful pictures tells the story of the spritely young Jillian, who tries again and again to set her mind to cleaning up her very messy room. Although she promises her mother that she'll tidy up just as soon as she's through playing dress-up, her imagination regrettably keeps getting in the way.

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 including costumes & props, simple choreography, musical instruments and reading from the book. 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.

This summer the StoryMobs project will be organizing four StoryMobs, taking place (at secret locations) around 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

What a fantastic day!  
Enjoy some of the pics here:  
<http://www.flickr.com/photos/98779532@N06/>

Book: ***Jillian Jiggs*** by Phoebe Gilman  
Date: Saturday, July 27, 2013  
Time: Sometime between 4:00 and 7:00pm

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**

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](http://www.fancypantskids.ca)) and Roxanne Deans (former bookstore owner and creative mind behind [www.roxannereads.com](http://www.roxannereads.com)). Both women see this initiative as a way of inspiring a sense of community and nurturing literacy and imagination. StoryMobs is proud to be sponsored in part by the following independent bookstores: Ella Minnow, Mabel's Fables and Another Story Bookshop.

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](http://www.childrensbookbank.com). Plus, it's going to be a ton of FUN!

Visit the StoryMobs website at [www.storymobs.ca](http://www.storymobs.ca) for more information on how to get involved.