



THINGS YOU MAY NOT KNOW (BUT SHOULD) ABOUT IFOA XXX

IFOA GETS XXX BRANDED: In 2009, IFOA celebrates its 30th edition with the moniker IFOA XXX, and, aside from the obvious 30, our ad campaign plays on different meanings of XXX. Watch out for IFOA XXX: **GIVES GOOD READING, SUPERSIZE STORIES, BOOKMARKS THE SPOT, 100% PROOFREAD.**

IFOA THINKS THE SCOTS ARE GREAT! IFOA XXX is having a Highland Fling with **Writing Scotland**, a focus on Scottish writers and writing. This focus is presented in partnership with the largest literary festival in the world, the **Edinburgh International Book Festival**, and takes place during **Scotland's Year of Homecoming** – the 250th anniversary of bard Robert Burns' birth – with the goal of fostering ongoing opportunities for authors from both countries on an international stage.

IFOA XXX HAS ITS OWN TARTAN: Registered with the Scottish Register of Tartans. tartanregister.gov.uk

IFOA CELEBRATES THE GROWING CANADIAN CANON: Writers shortlisted for FOUR major Canadian literary awards read at IFOA XXX: **Governor General's Literary Award** (English-language Fiction) (Oct. 26), **Rogers Writers' Trust Fiction Prize** (Oct. 28), **Scotiabank Giller Prize** (Oct. 31), and, new this year the **TD Canadian Children's Literature Award** (English-language) (Oct. 24). The recipient of the 2009 **Charles Taylor Prize for Literary Non-Fiction** (Oct. 30) also reads.

IFOA STAYS UP LATE: For the first time, IFOA presents two events starting at 10pm. Drink, dance and discuss "Peep Culture" at **The Peep Show** (Oct. 23) – an interactive social media extravaganza that gives IFOA audiences a chance to join authors for a Festival party. Members of Toronto supergroup **Broken Social Scene** share stories of the band's history and climb to stardom with **Stuart Berman** at **This Book is Broken** (Oct. 26). Both events are licensed.

IFOA GETS ITS SHOW ON THE ROAD: IFOA has expanded its touring programme, **IFOA Ontario**, to now include seven Ontario stops: **Barrie** (Nov. 2), **Burlington** (Oct. 27), **Don Mills** (Oct. 24 & 31), **Midland** (Nov. 1-3), **Orillia** (Nov. 3), **Parry Sound** (Nov. 1) and **Uxbridge** (Oct. 25).

IFOA IS FAMILY-FRIENDLY: An integral part of the IFOA for over five years, **YoungIFOA** offers children grades K to 8 and their families an incomparable experience with some of the top authors writing for young people today. For school groups there are full days of book-themed fun during the week. New this year: for families there are readings by the TD Canadian Children's Literature Award finalists on Saturday Oct. 24.

IFOA GETS DOWN TO BUSINESS: Now in its second year, IFOA's International Visitors (I.V.) Programme brings a select group of international publishing leaders to Canada to partake in several industry events. Modelled on similar successful programmes in Argentina, Australia, Brazil, Israel, Japan, New Zealand and the UK, the I.V. Programme mixes influential foreign publishing professionals with Canadian authors, agents, editors and publishers, and even the broader reading public. For more information visit www.ivprogramme.com.

IFOA WELCOMES OLD FRIENDS: 59 IFOA XXX authors have read here before. Fitting for this year's anniversary.

IFOA IS ARTSY: A number of visual art exhibits in York Quay Centre during the run of IFOA will pay tribute to the memories of IFOAs past.