



ONTARIO
Festivals Visited

Festival Notes

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**Festival & Event
News Submission**

"Festival and Event News Submission button,
located on the *Headline News* page"
Festival News Section



"Getting ready to fire!"
**1812 Invasion of Upper Canada
Fanshawe Pioneer Village**

Festival and Events News...

By Gary McWilliams, *the Festival Nomad*

One of the most successful features offered in our *Ontario Festivals Visited* website is our *Festival News* section, especially the "*Headline News*" page. This page is visited by almost 2,300 festival web visitors per month. If you haven't had the opportunity to visit the page, I hope you will at some point in the future. Over the course of any given month we receive hundreds of requests to publish news about festivals and events. These requests come from very small, one day events to very large, multiple events. Over the past year, news releases have been received from the *Toronto Harbourfront Centre*, the *Stratford Shakespeare Festival*, the *Toronto Zoo* and the *Ottawa International Animation Festival*, to name but a few. This is a **FREE** service offered to all Ontario festivals and events. There's even an "*easy to use*" submission form that can be found on the "*Headline News*" page. As a result of our efforts, the *Festival News* section now appears as the number one search on most *Search Engines* for the keyword phrase "*Ontario festival news*". If you have or know about an event that needs to "*get its information out*", please tell them about this **FREE** "*festival and event news*" service.

Festival Nomad's Report...

OCTOBER was still active for us. We visited 6 events. Our first event in October was the "*1812 Invasion of Upper Canada*". Judi was busy volunteering at *Lang Pioneer Village* for their "*Applefest*", so I asked my two grandsons if they would accompany me to *London* and the *Fanshawe Pioneer Village*. It was a cold wet day when we arrived in *London*, but eventually it stopped raining and warmed up. The boys and I had a great time! The next event visited was the "*McLean Pumpkin Festival*". The *McLean* family really knows how to throw a "*great event*" and their *Pumpkin Festival* was no different. Judi and I really enjoyed ourselves! The next day was "*FAIR*" day! We first traveled to *Rockton* for the "*Rockton World's Fair*". This was a re-visit. This time we were able to meet fair general manager, *Bob Campbell*. From *Rockton*, we traveled (*after a small detour - see "When in Doubt" article below*) to *Simcoe* for the "*Norfolk County Fair and Horse Show*".

Please see *Festival Nomad's Report* on page 2

Festival Nomad's Report from page 1

This is another wonderful event and we were happy to re-visit it. We were finally able to meet our fair contact, *Wendy Brick* for the first time! The final two events of the month were located in *Keene*. *Keene* is a little village located on the north shores of Rice Lake. The first event I attended, alone, was the "*Keene Pumpkin Festival*". This was a fun event that offered visitors lots to see and do. The second event in *Keene* was at the *Lang Pioneer Village* for its annual "*Spooky Halloween*". *Judi* was already there, as she was one of 50 some odd event volunteers. Her job was to sell "*glow sticks*". They were almost "*sold out*" by the end of the evening. When I arrived at the Village, the parking lot was full and there was a long line-up of excited "*goons and goblins*" waiting to enter the "*Spooky*" Village. Once inside no-one was disappointed with what they found!

All of the events mentioned in this article are now posted on the *Ontario Festivals Visited* website. Please take a few moments to read them. I hope you enjoy the articles as much as we enjoyed visiting them.

NOVEMBER will likely be a slower "*visited*" month for us. Here are some of the events we are considering for this month and part of next month:

November 13 - *Royal Winter Fair*

November 21 - *Kawartha Sledarama Snowmobile Show* in Peterborough

November 27 - *Old Fashioned Christmas* at *Georgina Pioneer Village*

December 3 - *Christkindl Market* in Kitchener

December 4 - *Christmas by Candlelight* at *Lang Pioneer Village*

When in Doubt... Turn Right... Again!

Okay, so I'll admit it! I got us lost! We left the *Rockton World's Fair* on our way to the *Norfolk County Fair and Horse Show* and I got us lost! I turned right (*at the advice of Judi's festival tips - "When in doubt Turn Right"*) when I should have turned left! However, when you really think of it, her festival tip actually was correct, because every time we came to a dead end, I turned "*Right*" and finally, after a lot of "*Rights*", we were on the "*Right*" road to Simcoe and the *Norfolk County Fair*. Confused yet? Wait there's more! All through the trip we used all manner of "*help*"! First we turned to the "*Google Map*" directions that I had printed off before our trip began. I must admit that I was quite tired when I brought the directions up on the *Google Map*. I had reversed the directions and had us traveling from Simcoe (*Norfolk Fair*) to *Rockton*! Bad move, this really messed up my sense of direction!

Please see *When in Doubt...* on page 3



"The Pumpkin Patch"
McLean Pumpkin Festival



"Heavy Horse - 8 Horse Hitch!"
Rockton World's Fair



"6 Flying Fools!"
Norfolk County Fair & Horse Show



"The Great Pumpkin!"
Keene Pumpkin Festival



"Witches Brew!"
Spooky Halloween
Lang Pioneer Village



"Chuck Wagon Racing"
Rockton World's Fair

Festival Nomad's Report from page 2

Everything was reversed. To make matters worse, my natural "*internal*" compass, seemed to be broken that day! That's when we started to use Judi's "*Festival Tips*"! We turned "*Right*"! The "*turn*" after traveling a few miles, didn't seem "*Right*"! Still confused? That's when we brought out the "*BIG*" North American Road Map! The roads shown on the map didn't look anything like what we were experiencing. All too quickly we came to a "*dead-end*". We turned "*Right*"! After determining that the "*BIG*" map wasn't going to help, Judi rummaged in a bag she had been given at the *Rockton Fair*. It contained an area map! We were saved! Or at least, so I thought! The roads on this map showed a little better! I was "*cautiously*" optimistic! Before we could really get our bearings, we came to another "*dead-end*". Oh no! We turned "*Right*"! As we travelled in our new direction, we started to see some familiar landmarks. There was the church, the farm, the service centre, all familiar! We had just travelled in a complete circle! That's when we started seeing signs saying "*Simcoe this way*"! I looked over at Judi; there was a very satisfied "*smug*" look on her face! The words "*When in doubt, turn right*" hung in the air!

INSIDE with the *Festival Nomad*...

Over the years I have attended, worked with and organized hundreds of festivals and events. With this new series, "*INSIDE* with the *Festival Nomad*", I want to give you an "*inside*" look at some of the festivals and events that I have been involved with or that I have visited. Along the way, I have had a lot of fun and sometimes frustration, but I have never been bored!

Across Canada...

Just before we moved to Cobourg, we traveled across Canada for almost two months. This was a trip designed to promote *Buckhorn Publishing* products and the wildlife artist, *Michael Dumas*. Buckhorn Publishing had been working with the Federal Government and its national parks volunteers, the *Canadian Parks Partnership*. *Edwin Matthews*, owner of Buckhorn Publishing had developed a number of Michael Dumas fine art products for the "*Partnership*" to sell at their stores in each of the National Parks. It was Judi's and my job to travel across Canada and visit as many National Parks as possible. We were also to try to find other sales and marketing opportunities. This took us to all sorts of fascinating attractions and events. In the course of our travels, we met all kinds of interesting people! Our journey included visiting National Parks such as *Riding Mountain* in Manitoba, *Waterton-Lakes* in Alberta and *Pacific Rim* in British Columbia.

Please see *INSIDE with the Festival Nomad*... on page 4

INSIDE with the Festival Nomad from page 3

It was an eye opening trip, full of adventure, fun and some danger. Over the next few articles, I hope to give you a sense of the things we saw and experienced, including *being stopped at the USA/Canadian border, running out of gas in the middle of nowhere, being chased by a buffalo, standing 10 feet from Queen Elizabeth II, being pulled over by the RCMP and watching sea otters play in the setting sun!*

Festival Ideas...

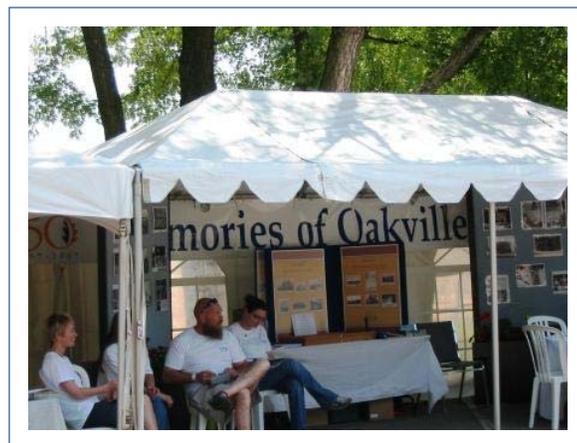
It Makes Me Sad!

They say that all good things must come to an end. That may or may not be true, but when a great festival or event ceases, it makes me sad! This was particularly brought home when I was told that they would not be holding "*Colours n' Crows*" this year. The event, held in the Buckhorn area, was a celebration of fall and its entire splendor! The idea behind the event was for local residents and businesses to create interesting and fun *scarecrows* and place them on their properties. Visitors would then come to Buckhorn and follow the "*route instructions*" to find all the scarecrows. Very much like a scavenger hunt with clues and prizes at the end. This event took visitors all around the Buckhorn area. In addition to the fun of discovering the scarecrows, visitors would have the added fun of experiencing all the fall colours. It's true that visitors to the area can travel and look at the colours on their own, but the *Colours n' Crows* just added a wonderful dimension to the whole adventure!

This was not the only event that I was disappointed to hear cancelled. There was the *Oakville Waterfront Festival* this past year and the year before that the *Rural Ramble Farm Tour* held in Northumberland. All of these were fun to visit and certainly a benefit to their communities. The reasons for the cancellations varied, but the effect was still the same. As an observer and a visitor of festivals and events, I ask myself was it necessary for these events and others to cease to exist. Has time made them redundant? Was there not enough working capital available? Were the volunteers not replaced or too tired to continue? Whatever the reason, perhaps after time has elapsed, others will consider the event and pick up the mantle to resurrect it. It's happened in the past. Consider the *Kleinburg Binder Twine Festival* that began in the late 1800's and ran until 1931 and then started again in 1967. Maybe all they needed was to be dormant for a while and then brought it back to life! Festivals and events are like the fall sometimes, they glow in all their glory, colourful and bright and then, hibernate for a while, and, in the spring, come back to life refreshed, with new birth, growth and strength!



"Scarecrows Ahead!"
Colours 'n' Crows



"Memories of Oakville"
Oakville Waterfront Festival



"Lunch Time!"
Rural Ramble Farm Tour

Festival Tips

By Judi McWilliams

Festival and Event Survival 101 (Part One)...

Hopefully by now you have had a chance to read my article "*Walking Backwards*". It really works, most of the time. A lot of enjoying a festival/event is the excitement of being caught up with the crowd, but realistically, it may help to consider some of the tips below to help you, your family and friends make the most out of your outing....

1. In our home, when it is time for meals, our trusted puppy, *Dusty*, lets us know! Her schedule is an exact "*time-clock*"! We never have to look at the clock because *Dusty* lets us know when it is time to eat and she' never late! This phenomenon seems to be true at most festivals/events. The *Festival Nomad* and I usually arrive mid-morning at a festival/event. We do this to try to capture a full day of fun. It is amazing that most visitors are just like *Dusty*! You can always tell when it's feeding time because of the long line-ups at the vendor booths! I believe that the lines get large all at once, for many reasons... *people get hungry* and *sweet smells come from chip trucks* and *BBQ's*. Each drawing in the crowds! Crowds converging seem to bring more people to the lines. Kind of like lemmings migrating! My tips here are simple! The lines are little to non-existent prior to meal times and seemingly smaller after the main normal time. Try packing a snack. This should help you hold off "*following the crowd*" until lines are clear. The other alternative is to eat early at the festival/event and snack later in the day. These tips may, *save you valuable time and frustration* and *allow you to have more festival energy!* Waiting in long lines can exhaust a person! Most importantly, you will have more free time to enjoy what you came for, the festival/event!

(To be continued next month!)



"Great Crowds!"
Kleinburg Binder Twine Festival



"Feeding Time at the Fair!"
Norwood Fall Fair

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