



**For Immediate Release:  
July 13, 2011**

**TD IRIE MUSIC FESTIVAL  
July 29, 30, 31 & August 1 2011  
[www.iriemusicfestival.com](http://www.iriemusicfestival.com)  
FREE! THE FEELING IS IRIE!**

**IRIE KIDS' ZONE PROGRAMMING ANNOUNCED  
Saturday July 30<sup>th</sup>- August 1<sup>st</sup> at Queen's Park North**

The annual **TD IRIE MUSIC FESTIVAL** presents **IRIE KIDS' ZONE** at Queen's Park North on Saturday, July 30<sup>th</sup> from 4 p.m to 8 p.m., Sunday July 31<sup>st</sup> from 1 p.m to 8 p.m. and Monday August 1<sup>st</sup> from 1 p.m. to 8 p.m. The IRIE KIDS' Zone hosts storytellers, the **TD mural wall**, **MACPRI Oware Challenge**, face painting, inflatables and more! Kids of all ages are welcome to participate!

The MACPRI Oware Challenge returns to the Irie Music Festival for the third consecutive year. Oware is one of the famous original African board games enjoyed by adults and children alike around the world, and is now very popular in Toronto. Join MACPRI and Oware Canada at Irie Fest - learn to play Oware, share your skills and teach others. Participate in our mini tournament on Monday August 1<sup>st</sup> and win prizes courtesy of [www.owarecanada.com](http://www.owarecanada.com). **MACPRI** will also be taking registration for **Canada's First International Oware Tournament** to be held at the Africentric Alternative School in Toronto on Saturday, October 29<sup>th</sup> 2011.

The TD mural wall is a collaborative adventure for all ages to share their creative expressions. Active and fun, the mural showcases the talent of children of all ages. Join in - grown-ups are welcome - or watch as the wall fills with creative, colourful, original works of art!

**PUBLIC INFORMATION**: 905-799-1630

The **TD IRIE Music Festival** is a free event that celebrates music, dance, art, food and culture, providing an opportunity to promote a greater

understanding between diverse cultures and traditions of Toronto - the world's most culturally diverse city.

*Please add this information to your listings. We are presently confirming interviews. For further information please go to*  
***[www.iriemusicfestival.com](http://www.iriemusicfestival.com)***

**MEDIA INFORMATION**

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