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**CHILDREN'S LEARNING & PLAY FESTIVAL OPENS INDOORS
AT WESTWORLD OF SCOTTSDALE ON SATURDAY, OCT. 1ST**

Authors, Illustrators and Family Fun Supporting Scottsdale Public Library



SCOTTSDALE, AZ (July 5, 2016) -- The long-awaited [Children's Learning & Play Festival](#) opens indoors at WestWorld of Scottsdale on Saturday, October 1. This year's festival is free, open to the public, and features widely-acclaimed children's authors, illustrators, music, live performances, local business vendors and a host of interactive activities for toddlers, children and young adults.

"We are pleased to present a exciting day of reading, learning activities and fun for children, parents and their families," said Kathleen M. Wade, Scottsdale Public Library's Director. The event is supported by the Scottsdale Public Library, Scottsdale Parks and Recreation and the City of Scottsdale.

The festival offers opportunities to meet famous authors and illustrators, see top-notch children's shows, live performances and interact with storybook characters. A chalk festival, arts and crafts, science and tech showcase, petting zoo, photo booth, kid's rides, pumpkin patch, face painting and other attractions are also scheduled. A School & Camp Showcase features preschools, day camps, martial arts, gymnastics, and more.

The event hosts popular children's authors and illustrators featuring headliner [Marc Brown](#), creator and author/illustrator of the Arthur® book series and Emmy Award-winning PBS KIDS show. With 65 million books sold, Arthur helps children build inner strengths, develop positive social skills, and learn to make responsible choices.

Author and teacher [Terri Fields](#), award-winning children's author [Monica Brown](#), illustrator [Juana Martinez-Neal](#), whimsical book writer/illustrator [Molly Idle](#), children's book illustrator [Lynne Avril](#), actor, director and young adult author [Tom Leveen](#), and renowned teen novelist [Amy Fellner Dominy](#) will also appear. A full-slate of live readings, storytelling, live musical performances and activities during the festival include:

- Two live readings by author and illustrator Marc Brown
- Theatre stages, Art with Authors readings, book signings and Little Tykes reading area
- Camp & School Showcase with private schools, day camps, gymnastics, martial arts and others
- 100+ vendors, exhibitors and gourmet food trucks
- Scottsdale Public Library's Family Read Aloud Night performers
- Kids Activity Zone for children of all ages

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- Local Scottsdale singing duo “Wayward Maggie” and their family-friendly music
- Read with Me, where parents can sit and read with their children, plus author read-aloud events
- Chalk & Arts Festival with 10,000 sq. ft. surface, competitions & free chalk, while supplies last
- Science & Technology Showcase with interactive learning and fun for kids of all ages
- Mad Science with Magic Slime, Bubble-ology and mind-bending live experiments
- Imagination Station for creating art with leaves, petals and natural materials
- Engineer It! Building Zone with cardboard building blocks for toddlers and LEGO® for older kids
- Free Play with Rec. & Roll and Stay & Play for infants and toddlers (20-min. sessions, space limited)

The Children's Learning & Play Festival is supported by the *Scottsdale Public Library*, *Scottsdale Parks and Recreation*, *City of Scottsdale*, and *The Friends of The Scottsdale Public Library*. Media partners are *Arizona Republic*, *AZCentral.com*, *Arizona Parenting*, *Cox Media*, *KJZZ*, *KTAR* and *KFYI*. Sponsors include *Cold Stone Creamery*.

For vendor and sponsor inquiries, please email On The Edge Promotions at paul.smith210@gmail.com. For more information please visit www.azchildrensfestival.com.

Children's Learning & Play Festival

Where: WestWorld of Scottsdale, 16601 N. Pima Road, Scottsdale, AZ 85260

When: Saturday, Oct. 1, 2016

Hours: 9:00 am to 4:00 pm

Admission: Free admission, with an optional donation of non-perishable food items to the Concerned Citizens for Community Health, a non-profit serving the Scottsdale community.

Special Note: Indoors and air-conditioned

About The Scottsdale Public Library

More than a place to borrow books and films, Scottsdale Public Library provides access to its collections, services and activities for people of all ages including summer reading programs, learning skills workshops, teen learning center, discovery zone, adult programs, book fairs, and special literary events. Visit www.scottsdalelibrary.org.

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Editors Note: Credentialed media will receive priority festival access, may skip lines at author sessions, take photos at all sessions, and use designated press area to conduct author interviews (limited space reserved on a first-come basis). For media credentials or to arrange pre-festival interviews, contact Paul Smith at paul.smith@gmail.com.

Video and B-Roll Links:

[Mark Brown Studios](#)

[Children's Festival Facebook Page](#)

[Children's Festival Twitter Page](#)

[Friends of The Scottsdale Library](#)

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