



# International CHILDREN'S FESTIVAL of the ARTS



## 2025 FINAL REPORT

# MISSION AND VISION



## MISSION

To bring the best in children's arts and cultural experiences to the region in a way that removes barriers, fosters joy and creativity, and inspires the next generation of artists and patrons of the arts.

## VISION

To create safe, inclusive and creative spaces where children can explore and deepen their understanding of themselves, the perspectives of others and the world around them.



We respectfully acknowledge that we are on Treaty 6 territory, traditional lands of First Nations and Métis Peoples. As treaty People, Indigenous and non-Indigenous, we share the responsibility for stewardship of this beautiful land.

# THANK YOU FOR CELEBRATING WITH US!



From incredible feats of grace and athleticism to inspirational messages of positivity, creativity, and the joyous recognition of bravery, the City of St. Albert's 2025 International Children's Festival of the Arts filled downtown St. Albert and the adjacent river valley with laughter, joy, colour, music, dance, art, imagination and smiles!

Through unique, world-class programming specifically created and curated for young audiences and their families, thousands of people were treated to positive, self-affirming, inspirational and heart-growing performances as well as hands-on opportunities to celebrate and connect to the world around them while they shared of one-of-a-kind moments and memories.

As an event dedicated to making the arts accessible to every child, we depend upon the generous support of our incredible and dedicated volunteers, government funders and supporters, sponsors, and community organizations. Our heartfelt thanks to everyone who makes the Children's Festival possible and recognizes its importance to our community's children and arts scene. Thank you all for your dedication to providing children with inspiration, hope for their futures and experiences that encourage them to dream big and imagine a world of endless possibility, imagination, and creativity!

*– Andrea Gammon, Festival Coordinator*

# CHILDREN'S FESTIVAL BY THE NUMBERS

44<sup>th</sup>  
year



**Total attendance**

**14,753**

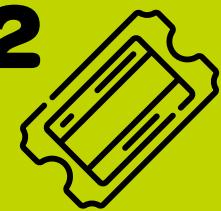
(including paid and  
free events/ activities)

**22**  
shows  
on the Alberta Blue  
Cross Outdoor Stage

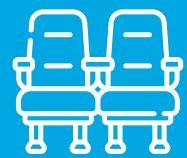


**2,566** people  
used the Park & Ride

**11,802**  
tickets  
sold



**6** Feature  
Performances  
performed **36** times



**19,470,917**   
print and digital impressions

**1,400**  
lunches



were served by our  
hospitality team  
to volunteers, staff  
and artists



**Over 140** artists performed

over the four days (feature performances, site activity  
facilitators, toddler town, rovers and outdoor stage)

**89**  
roving  
artist  
performances

**306** Volunteers  
contributed  
3,061 hours

838 volunteer shifts  
over 4 days, including  
32 specialized Youth  
Ambassadors



**12** hands-on/  
Ticketed Activities scheduled more  
than **123** times (including Toddler Town)

**Over**  
**7,500**  
**people** visited the Open  
Art Studio to create  
unique masterpieces

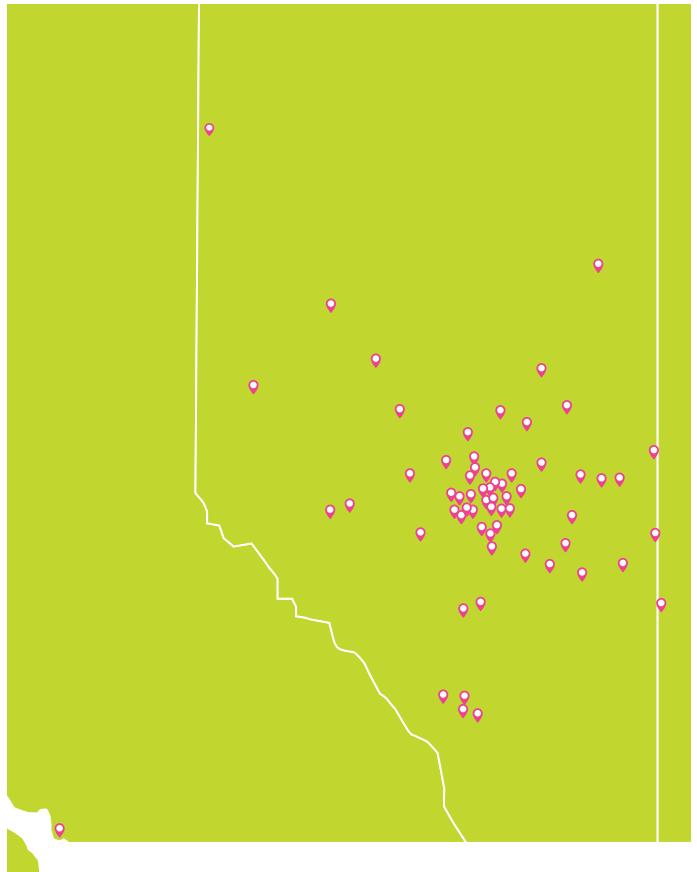


**16** FREE  
Things To Do

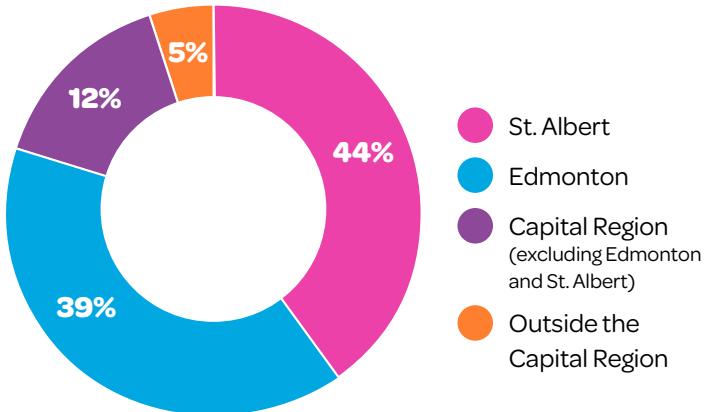
Alberta Blue Cross Outdoor Stage, Roving Artists,  
Alberta Blue Cross Booth, Education Station, Wild Child:  
Temporary Tattoos, Maze Craze, IDEA Lab Kids -  
St. Albert, Open Art Studio, Public Art Installation (Artist:  
Kelsey Fraser), Rad Dads, Tied Together - A Community  
Installation (Art Gallery of Alberta), Soulfire, Storytime  
(St. Albert Public Library), Lifecycle of a Butterfly Cut-  
outs, Steinhauer Sculptures, Kâkesimokamik -  
The St. Albert Healing Garden

# GEOGRAPHIC REACH

- Airdrie, AB
- Ardrossan, AB
- Athabasca, AB
- Barrhead, AB
- Beaumont, AB
- Bon Accord
- Boyle, AB
- Bruderheim, AB
- Busby, AB
- Calahoo, AB
- Calgary, AB
- Camrose, AB
- Cherry Grove, AB
- Chestermere, AB
- Cochrane, AB
- Daysland, AB
- Devon, AB
- Drayton Valley, AB
- Edmonton, AB
- Edson, AB
- Elk Point, AB
- Fort McMurray, AB
- Fort Saskatchewan, AB
- Gibbons, AB
- Grande Prairie, AB
- Grouard, AB
- Gunn, AB
- Jarvie, AB
- Lac La Biche, AB
- Lacombe, AB
- Lancaster, AB
- Park, AB
- Las Vegas
- Lavoy, AB
- Leduc, AB
- Leduc County, AB
- Legal, AB
- Lloydminster, AB
- MacKlin, AB
- Mayerthorpe, AB
- Millet, AB
- Morinville, AB
- Onoway, AB
- Parkland County, AB
- Pickardville, AB
- Redwater, AB
- Saddle Lake, AB
- Sedgewick, AB
- Sherwood Park, AB
- Smoky Lake, AB
- Spring Lake, AB
- Spruce Grove, AB
- St. Albert, AB
- St. Isidore, AB
- St. Paul, AB
- Stony Plain, AB
- Sturgeon County, AB
- Surrey, AB
- Swan Hills, AB
- Sylvan Lake, AB
- Wainwright, AB
- Wandering River, AB
- Westlock, AB
- Wetaskiwin, AB
- Yellowhead County, AB
- Ayton, ON
- Langley, BC
- Las Vegas, Nevada
- MacKlin, SK



## FESTIVAL GOERS



# OUTREACH INITIATIVES

We recognize that there are barriers to participating in arts programming for some children and families. The Children's Festival strives to remove these barriers through a variety of outreach initiatives:

Outreach attendance **670**



## PROJECT SMILE – SPLASH'N BOOTS AT THE STOLLERY

As part of Project Smile, beloved children's performers Splash'N Boots brought joy and comfort to 25 young patients at the Stollery Children's Hospital. Their heartfelt performance created a moment of lightness, laughter and connection for children and families facing challenging circumstances. This meaningful outreach exemplifies the Festival's mission to make the arts accessible and uplifting for all children, wherever they are.

## ADOPT-A-SCHOOL PROGRAM

Matches funders with schools to provide a day of out-of-school learning at no cost to underserved schools.

**612** students from **3** schools

## OTHER INITIATIVES

- The Friends of the International Children's Festival Society provided busing for **97** students
- Provided tickets to the Family Resource Centre and Loseca for their clients.



# OUTCOMES & MEASUREMENTS

## OUTCOME #1:

The Festival enhances community well-being by promoting social connectivity and removing barriers to participating in arts and culture activities for children and families.

**220 classes** attended from **57 schools** and purchased **6,340 tickets**

### PERFORMANCE INDICATORS:

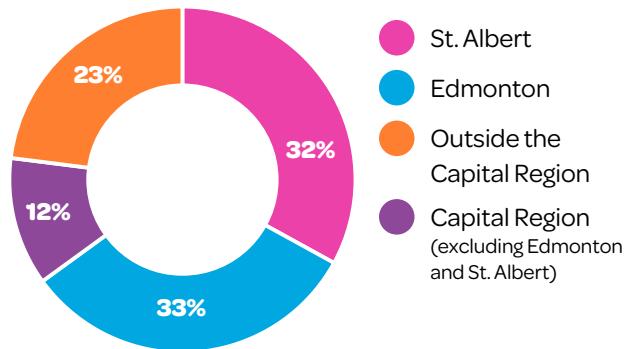
#### Survey

- **98%** of attendees say the event made them feel welcome and included in the community.
- **96%** of public attendees plan to attend the Festival next year.
- **94%** of attendees were satisfied with their Festival experience.
- **94%** of all attendees felt engaged in the experience.
- **90%** of teachers plan to attend the Festival in 2026.
- **85%** of attendees felt moved and inspired by the Festival.
- **60%** of teachers bring their students to the Festival to expose them to the arts, foster arts appreciation, and because of the diverse range of performances and site activities.
- **31%** of attendees were new to the Festival.

The top three most important reasons the public attends the Festival are:

1. To seek entertainment, have fun
2. To spend quality time with family/friends
3. To expose my child/children to the arts to foster arts appreciation

#### Where did schools come from



# OUTCOMES & MEASUREMENTS

## OUTCOME #2:

The Festival fosters the exchange of ideas and cultivates a safe, inclusive and accessible environment for residents and visitors to engage in the arts, celebrate diversity, and access arts, culture, and heritage offerings regardless of physical, financial or geographical constraints.

The Festival brings artists with new and diverse stories to children, teachers and families that offer fresh, creative, and varied perspectives through world-class live performances that bring us all closer together as a community.

### CANADA

#### Feature Performances

- St. Albert Children's Theatre – Alice in Wonderland Jr.
- Splash'N Boots
- Darrell Brereton Jr. – Ahkamēyimok
- The Merry Marching Band

#### Site Activities (Paid & Free)

- Max Quilliam & Thea Donovan – Printmaking
- Ruppert Appleyard – Fizzlewit's Fairy Finding
- Sean Arceta – Bust a Move with B-Boy Pharush
- Steve Jodoin & Naseem Naderi – L'Unithéâtre: Du conte à la scène (From Page to Stage)
- Lyne Goselin – Cirquetastic: Manipulation jonglerie (Juggling Juggernaut)

### REDUCING BARRIERS TO ACCESSIBILITY

The Festival welcomes all patrons and offers sensory inclusion kits to borrow during your visit, a calming room, and pre-festival tours of our spaces to remove access barriers.

- Reckie Lloyd – Sangea Academy: African Drumming
- Amanda Panda – Hoops and Giggles
- Art Gallery of St. Albert – High Energy 30
- Musée Héritage Museum – Signs of the Times
- Emma Wales – ArtVentures: Open Art Studio
- Art Gallery of Alberta – Visual Arts

#### Outdoor Stage / Rover (Free)

- Michelle Todd – Outdoor Stage Emcee
- Chris Bullough – DJ Funkasaurus Rex
- Dan Duguay – Dan the One-Man Band
- Michael Yong – Hong De: Dragon Dance
- Kate Ryan – The Little Red Ball Company
- Ryan Arcand
- Jay Flair Magic
- Elizabeth Hobbs – The Happiness Fairy
- Amber Borotsik & Alyson Dicey – Project Funway: The Fashionista
- Helijalder Capristano – Imagicario (Stilt walker)

### FRENCH / BILINGUAL

- Steve Jodoin & Naseem Naderi – L'Unithéâtre: Du conte à la scène (From Page to Stage)
- Lyne Goselin – Cirquetastic: Manipulation jonglerie (Juggling Juggernaut)

### INTERNATIONAL ARTISTS

- A Simple Space – Gravity and Other Myths
- Mario the Maker Magician

### INDIGENOUS ARTISTS

- Darrell Brereton Jr. – Ahkamēyimok
- Anna Muskego – Twigs and Moss: Collaging with Nature by the Des (River)
- Chantel Akinneah – Twigs and Moss: Collaging with Nature by the Des (River)
- Ryan Arcand

### EMERGING ARTISTS

- St. Albert Children's Theatre – Alice in Wonderland
- Visionary Centre for the Performing Arts
- DanceCo
- Dynamix Gymnastics
- Overdrive Dance Force
- St. Albert Gymnastics
- Seeka Sings

# OUTCOMES & MEASUREMENTS

## OUTCOME #3:

The Festival increases awareness of the benefits of the arts through community engagement.

### COMMUNITY PARTNERS

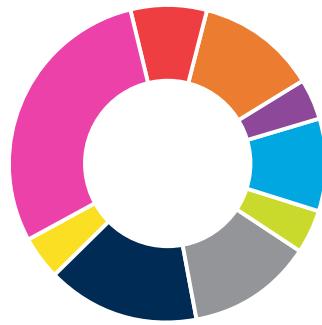
- Arts and Heritage St. Albert
- Art Gallery of St. Albert
- Musée Heritage Museum
- St. Albert Public Library
- Art Gallery of Alberta
- St. Albert Seniors' Association

**Toddler Town** – Over **1,000** participants, presented by Visionary Centre for the Performing Arts

- DanceCo (St. Albert)
- Dynamix Gymnastics (St. Albert)
- Greg Ross Magician (Edmonton)
- Martha Messmaker (St. Albert)
- Mugsy the Juggler (Edmonton)
- Overdrive Dance Force (St. Albert)
- Princess Party Sing-along (St. Albert)
- Seeka Sings (Edmonton)
- St. Albert Gymnastics (St. Albert)
- The Princess & The Pea Musical



### VOLUNTEERS



75+: 8%
65-74: 14%
55-64: 11%
45-54: 6%
35-44: 8%
25-34: 3%
18-24: 6%
16-17: 14%
12-15: 30%

#### What is your favourite part about volunteering at Children's Festival?

- "Being able to make the Children's Festival a memorable experience for kids, just like others did for me when I was young."
- "It's a great opportunity to connect with people from St Albert and nearby communities."
- "Seeing younger volunteers developing their abilities (leadership, communication, networking, engagement, etc.)."
- "Hanging out with fellow volunteers and helping out my community, seeing the smiles on not only kids faces, but adults as well."
- "I love the energy that is created at Festival, there is so much joy, creativity, humor and connection."

**99%** of volunteers say they would volunteer next year  
*(if their schedule allows).*

# MARKETING CAMPAIGN HIGHLIGHTS

## PRINT

- 4-page wrap (1st page appeared on the front cover!) in Edmonton Journal on May 3: 244,000 readers
- 18 Banners ads combined (12 on the front cover!) in Edmonton Sun, Edmonton Journal, Fort Sask Record, Sherwood Park News, Stony Plain Reporter/Grove Examiner & Leduc Rep on May 1, 2, 8, 9, 10, 17, 22, 23 & 24: 1,134,491 readers
- Content article published in Edmonton Journal and Edmonton Sun on May 9 & 17: 393,412 readers
- Canada Post mail out in April: 9,364 copies

## RADIO

### CISN COUNTRY 103.9

- 14 on-air produced event calendar inclusion (May 12-18)
- 3 week online contest page (April 28-May 18): 220 Entries & 546 interactions
- 5 week online event page (April 21-June 1)
- 1 Listener club e-newsletter inclusions (Week of May 12): 19,383 sends

### CHUCK @ 92.5

- 14 on-air produced event calendar inclusion (May 12-18)
- 2 week online contest page (April 28-May 11): 35 entries & 105 interactions
- 5 week online event page (April 28-June 1)
- 1 Listener club e-newsletter inclusions (May 1) 3,286 sends

### 880 CHED

- 28 on-air "OurYEG" produced promotional inclusions (May 5-11)
- 2 week online contest page (April 28-June 1): 255 entires & 949 interactions
- 5 week online event page (April 28-June 1)
- 1 Listener club e-newsletter inclusions (week of May 5) 4,805 sends

The image consists of two main parts. On the left is a newspaper clipping from the Edmonton Journal, dated Saturday, May 3, 2025, featuring a large orange box with the journal's logo. On the right is a full-page promotional poster for the International Children's Festival of the Arts. The poster features a large, colorful logo with a butterfly and the text 'International CHILDREN'S FESTIVAL of the ARTS'. It includes a QR code, a 'TICKETS ON SALE NOW!' button, and a photo of a person in a costume. The festival's dates, 'MAY 29 - JUNE 1', and location, 'St. Albert, AB', are prominently displayed. The poster also features several small images of festival performers and activities.

# MARKETING CAMPAIGN HIGHLIGHTS

## LANDMARK CINEMAS

- 10 second video ad played at 23 movie theatre screens in 3 Locations with 48,892 guests and 1,887 impressions from May 2-22

## GLOBAL EDMONTON

- 15s commercial – aired 62 times
- Event bumpers – aired once per day from May 20-25
- Community L frame – live May 24-June 1 and ran an average of 5x per hour
- OurYEG calendar – live for 7 days, 42 mentions

From January 7-June 1,  
**158,298** total pageviews  
(and counting!) to [childfest.com](http://childfest.com)  
website pages

## PATTISON

### May 5-June 1:

- 3 Digital Superboard Billboard Ads
- 5 Digital Poster Billboard Ads
- 4 Print Poster Billboard Ads

### April 21-June 1:

- 6 Ultratail St. Albert Transit Ads
- 50 Interior Card St. Albert Transit Ads
- 10 Bus Bench St. Albert Transit Ad

**Total Impressions combined = 10,941,297**



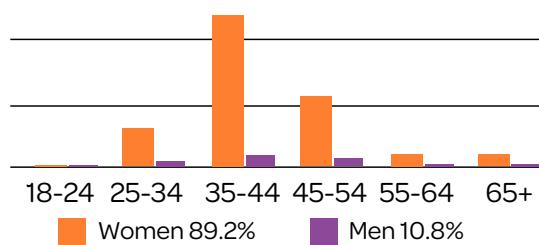
# SOCIAL MEDIA



## FOLLOWERS (AS OF JULY 29, 2025)

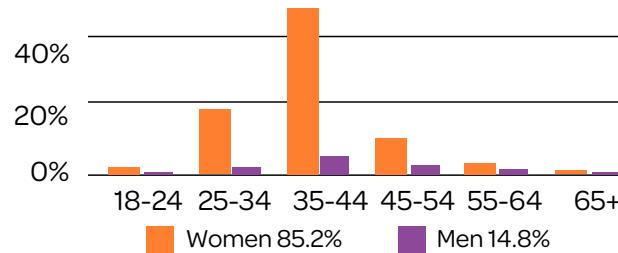
### Facebook

- 4,810 (379 new followers)
- 2024: 4,517 (292 new followers)
- Age and gender breakdown



### Instagram

- 3,050 (543 new)
- 2024: 2,611 (358 new)
- Age and gender breakdown



## JANUARY 7 – JUNE 12, 2025

### Profile Visits

- Facebook: 15,315 (13.9k in 2024)
- Instagram: 4,170 (4k in 2024)

### Reach

- Facebook: 430,895 (410,909 in 2024)
- Instagram: 63,150 (155,359 in 2024)

### Engagements

(Number of actions. This can include likes, shares, views, reactions, link clicks, etc.)

- Facebook: 3,047 (2.8k in 2024)
- Instagram: 2,801 (4.2k in 2024)

### Link Clicks:

- Facebook: 21,723
- Instagram: 1,823

### Impressions

- Facebook: 1,731,210
- Instagram: 263,221

35,780 link clicks combined to [childfest.com](http://childfest.com) website pages through all Facebook ads.

## META PAID ADVERTISING

From January 29-June 1, 2025:

- Paid Reach: 1,082,338
- Paid Impressions: 2,212,428

## LOKNOW DIGITAL ADVERTISING

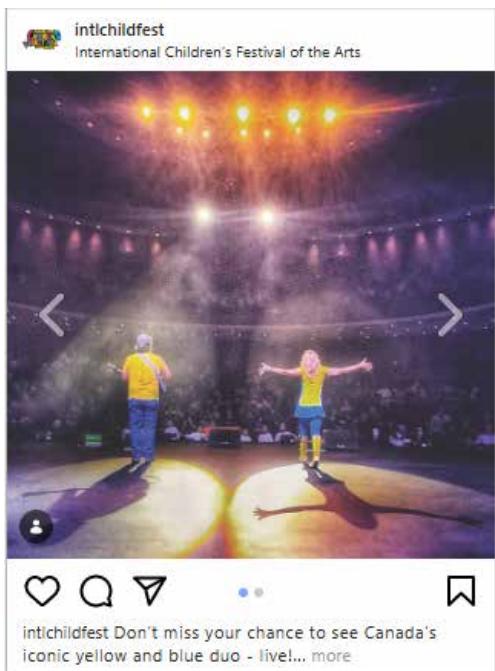
(YouTube, Hyper Video & Google Ads)

- Impressions: 253,249
- Clicks: 6,430



## HIGHEST VIEWS & REACH

Instagram ad from May 31-June 1.  
12,486 views, 10,669 reach & 119 link clicks



## TOP PERFORMING ORGANIC FACEBOOK POST:

Posted on January 8  
6,582 views, 3,549 reach, 37 interactions



## TOP PERFORMING ORGANIC INSTAGRAM POST (REEL)

Posted on May 28  
7,217 views, 4,764 reach, 217 interactions & watch time of 15h 12m



## HIGHEST LINK CLICKS ON A PAID AD:

Facebook/Instagram Ad from May 30-June 1  
5,581 link clicks



# TESTIMONIALS

It is our favourite festival!

Love the diversity and multiculturalism!

Great shows: lots of free activities which made spending money on ticketed shows and experiences easier.

I love the overall atmosphere and ability to wander and experience as you want. I like the mix of paid and free activities. It seems to run smoothly and be well organized.

Good schedule- always something fun to do or watch. Having a wide variety of arts activities is important. Having high-calibre artists who specialize in children is key!

We have some special needs kids and the festival organizers always make sure our needs are met. Students in my class sooo excited!

Performers were all excellent. Performance pass was good value. Love the Chinese dragons/lions. Volunteers were all friendly and helpful - having so many people around to help really makes it a great experience. Fizzlewitz Fairy Finding was so good. Loved the band roaming around - music really makes it feel like a festival - more of this! Loved the art activities - really good open-ended activities.

The performances were incredible, festival site ran smoothly and was clean and well maintained. You can tell how much work and organization went into this festival! Thank you for all you do!

THANK YOU SO MUCH FOR TODAY! We had so much fun! Let me tell you a beautiful story. Melissa, my best friend and EA, brought her 13-year-old daughter, Mak. Almost ten years ago, Mak sang with Splash'N Boots at the Children's Festival. Today, Melissa made us shirts that said, "I Am Brave. I Am Love." Splash'N Boots weren't planning to sing that song, but they changed their minds—and then Boots spotted Mak in the audience and invited her on stage to share a time she felt brave. Mak said she was brave when she had to change schools for her mental health. What the crowd didn't know is how much this girl has been through, and how fiercely her mom has supported her. Today, 500 people—and her childhood idols—recognized her bravery. We were all in tears. So, THANK YOU—again—for impacting a small group of strangers in such a big way, for bringing joy into the hearts of our little group, and for helping complete that full-circle moment for Mak and her mom. You've done it all again!!

From my little class to you, we appreciate you.

Brought in great performances; volunteers were friendly and helpful, lots of variety for the children

I was impressed with the regular communication from the Children's Festival in preparing for our field trip. We knew exactly what to expect and where to find our performances/workshops. The bus pick-up/drop-off was so easy and efficient. I also loved the accessibility for one of my students who has high sensory needs. He was given safe spaces to move and still be part of our group. He was even able to access the "calming room" near the library when he was feeling really overstimulated.

# THANK YOU SPONSORS

## Presenting Sponsors:



## Government Sponsors:



## Supporting Sponsors:



## Creativity Sponsors:



## Contributors:



## Community Partners:



## Media Sponsors:





**JOIN US NEXT YEAR  
MAY 29 - JUNE 1, 2026**

For more information  
about donor or sponsorship  
opportunities, contact:

Troy Funk  
Sponsorship Development Coordinator  
**780-459-1515 • [tfunk@stalbert.ca](mailto:tfunk@stalbert.ca)**

