



PRESS RELEASE

March 13, 2025

Toronto International Festival of Authors (TIFA) builds the literary festival of tomorrow with three major initiatives today

- **After 50 years in partnership with Harbourfront Centre, TIFA becomes a fully independent non-profit organization.**
- **The new TIFA launches a partnership with Victoria University in the University of Toronto with events happening along the Bloor Street Culture Corridor.**
- **TIFA will present writers to readers all-year round.**

Toronto, [DATE] – Today TIFA announced a strategic evolution that will see the festival become a fully independent organisation.

Effective April 1, TIFA will leave its Harbourfront Centre festival location to host authors at new venues across Toronto, including a new partnership with Victoria University in the University of Toronto.

The 2025 Season will include a new 5- day format for its 45-year flagship Festival, October 29 - November 2, 2025 as well as a new mini-Festival celebrating Romance fiction November 21-23, 2025, plus the 4th annual edition of its popular MOTIVE Crime & Mystery Festival, June 27-29, 2025.

Since its inception in 1974 as International Readings at Harbourfront, TIFA has established Toronto as a global leader in uniting authors and audiences.

The changes announced today represent the next chapter in TIFA's storied history of championing literary excellence in a city that has produced so many world-renowned writers.

Said **TIFA Director Roland Gulliver**: “The new TIFA is a 50-year-old start-up. Founded at the Harbourfront Centre, it has all the experience of a legacy arts organisation, with the energy, optimism and freshness of a newcomer. And to start now, when the world and Canada are in extreme turmoil, well, that just signals there is no better time to show the power of stories, ideas and conversation to make a better world. Toronto is a city of passionate and engaged readers. It is TIFA’s job to create new ways to find them.”

A Vision for the Future

“We’re listening to the needs of our stakeholders. We understand the changes in reading trends and audience behaviour. So now we are poised to redefine Canada’s literary landscape by opening access to new and growing audiences, prominent cultural venues, and a roster of world-class authors and rising stars.”

“This transition will enable us to offer high quality events, greater access for audiences, and new education and outreach opportunities – both live and online.

Our vision and commitment will deepen our relations with publishers, partners, creative institutions, authors and artists to cultivate an ecosystem of constant storytelling innovation.”

Said **Dr. Rhonda N. McEwen, president and vice-chancellor**. “We have a long history of championing and developing creativity at Victoria University. Our faculty and students, including Norman Jewison, Margaret Atwood, Northrop Frye, Arthur Schallow and Zalika Reid-Benta, exemplify our belief that creativity thrives at the intersection of ideas, disciplines and unique voices.”

“We founded our new Centre for Creativity to foster collaboration across sectors, and we see TIFA as an ideal new partner in this vision. By bringing together world-class authors, innovative thinkers, and passionate readers, this partnership will not only enrich Toronto’s literary landscape but also create new opportunities for experiential learning, engagement, and storytelling innovation for our students and community.”

A Transformative Year for TIFA

2025 will see an ambitious expansion of TIFA’s programming, reinforcing its commitment to literary excellence across genres and forms. The 2025 season will feature three distinct festival experiences:

- **MOTIVE Crime & Mystery Festival** (June 27-29, 2025)
Now in its 4th year, Canada’s premier crime and mystery festival will bring together masters of the genre for criminally good conversations, book signings, workshops, and more.
Presented in partnership with the Centre for Creativity at Victoria University.
- **Toronto International Festival of Authors** (October 29 – November 2, 2025)
A reimagined five-day format will heighten the festival’s impact, with exclusive opportunities to see Canadian and international literary voices, and fostering cross-genre collaborations from the grassroots to the global, with music, film, poetry slams, performances and free activities.
Presented in partnership with the Centre for Creativity at Victoria University.
- **TIFA’s Romance Festival, presented by Rakuten Kobo** (November 21-23, 2025)



Love Stories for those who Love Stories. TIFA's latest addition to the festival portfolio celebrates the genre that has captured the hearts of readers worldwide and revolutionised the publishing industry. From Rom-com to Romantasy, sweeping historical romances to whirlwind fantasies, romance fans can discover the books and authors that will write their way into their hearts.

- TIFA's long-running programmes continue. Including the **International Visitor (IV) Programme**, (*supported by Ontario Creates and the Canada Book Fund*) which offers Canadian publishers and agents an unprecedented opportunity to secure international rights and distribution deals; **Toronto Lit Up** (supported by the Toronto Arts Council) presenting book launches of Toronto authors across the city; and the **TIFA Presents** programme of year-round events bringing world-class authors to Toronto.

For more information visit www.festivalofauthors.ca.

About Toronto International Festival of Authors

The Toronto International Festival of Authors (TIFA) inspires, empowers and connects through the art of stories, offering book lovers a breadth of bold, ambitious and accessible literary experiences. As Canada's largest literary festival, the charitable organization provides engaging opportunities to meet, hear and learn from the world's best contemporary writers and thinkers, and to celebrate the power of stories. Since 1974, TIFA has presented thousands of authors who represent diverse perspectives and a range of literary genres for all ages. TIFA's creative programmes continue to adapt to changing times, capturing the most innovative and enlightening forms of storytelling, on stage and online. TIFA delivers a year-round programme of events and activities that reflect Toronto to its residents, its literature to the nation, and its creative ambition to the world.

TIFA is grateful for the support of the Government of Canada – Department of Canadian Heritage; the Canada Council for the Arts; Ontario Creates; the Ontario Arts Council; and Toronto Arts Council; as well as the generous support offered by our many Patrons, donors and supporters.

About Victoria University in The University of Toronto

Victoria University, federated with The University of Toronto, was founded in 1836 and is one of the oldest universities in Canada. As a recognized leader in undergraduate education in the arts and sciences and in graduate education in theology, Victoria University creates an environment where students discover how to match their distinctive talents to some of the world's most pressing issues. It is home to two outstanding colleges. Victoria College—with its small class sizes, its distinctive first-year programs, and its exceptional students—is recognized as one of the most rewarding places in Canada to pursue an undergraduate education. Emmanuel College prepares students from many faiths and backgrounds for leadership roles in religious contexts. The iconic campus is located on the east side of Queen's Park, south of Bloor Street, in Toronto.

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