



Bloor-Yorkville BIA
55 Bloor St W
Suite 220
Toronto, ON M4W 1A5

MEDIA ADVISORY

MEDIA CONTACT

Triad Communications
500 Queen St. West
Toronto, ON M5V 2B3
media@triadcomm.com
416-697-1323

Attention: News and Lifestyle Editors

What: Ceremony launch of Bloor Square (Car-free green urban marketplace)

Who: Leah Miller – E! Talk host, master of ceremonies
Doug Jure – Business Improvement Area (BIA) chair
Rob Ford – Toronto City mayor
Kristyn Wong-Tam – Toronto city councillor, Ward 27
Down With Webster – Internationally proclaimed Toronto band

When: Wednesday June 1, 2011

Welcome – Leah Miller	11 am
Official opening – Doug Jure	11 am
Speech by Rob Ford	12 pm
Speech by Kristyn Wong-Tam	12 pm
Media questions follow speeches	
Street festival begins	1 pm
Down With Webster Concert	2 pm

Where: Bloor Street West & Bay Street
Yorkville, Toronto
Free city parking in designated areas during event

Photo opportunities during and after event



Bloor-Yorkville BIA
55 Bloor St W
Suite 220
Toronto, ON M4W 1A5

NEWS RELEASE

ATTENTION: News/Lifestyle Editors

Date: Feb 21, 2011

MEDIA CONTACT

Triad Communications
500 Queen St. West
Toronto, ON M5V 2B3
media@triadcomm.com
416-697-1323

CONCRETE JUNGLE TURNS GREEN

Vehicle free zone introduced to the "fashion mile"

TORONTO - Downtown, things will be green when you're downtown. No greener place for sure. Downtown, a car-free zone is waiting for you. Imagine a romantic shopping and dining experience without the muffling sounds of cars and trucks. An urban destination spot paired with European charm. The "green mile" includes couture retailers, outdoor cafes and endless bicycle racks. On June 1, 2011 at 11am, join the city of Toronto at the Bloor Square media launch to introduce the city's first car-free district.

"The result will be an inviting, vibrant commercial street that is pedestrian and cyclist friendly, and provides a stimulating oasis for those who live, work and shop in the area," says City Councillor Kristyn Wong-Tam.

"Bloor Street will establish itself as one of the most exciting must visit 'green' streets in the world," added Wong-Tam. This summer fashionistas will be sporting Gucci bicycle seat covers as part of Toronto's eco-conscious initiatives.

(more)

Housing the most expensive retailers, interesting museums and popular hotels, Bloor St. will create more flare adding a chic cyclist and pedestrian friendly zone between Yonge Street and Avenue Road. Peter Clewes of Architects Alliance leads the entire project design, incorporating cobble-stone ground, additional lighting and luxurious canopy furniture. In response to citizen demand and environmental concerns local merchants, hotels and restaurants will collaborate with the BIA and establish a trendy eating and shopping experience.

About the Bloor-Yorkville BIA

The Bloor-Yorkville BIA was founded on July 22, 1985. The Bloor-Yorkville Business Improvement Area has a membership of nearly 1800 businesses. Any business to include property owners/managers, located within commercial assessed buildings, within our boundaries and pays businesses taxes, is automatically a BIA member, as a special levy is applied to the tax base. These projects are financed through a levy, which is applied to all businesses located within the geographical boundaries of the BIA. The administration of these programs and projects are the responsibility of the Board of Management.

-30-

For further information:

Bloor-Yorkville

Tel: 416.928.3553

Fax: 416.928.2034

Email: bybia@bloor-yorkville.com



Bloor-Yorkville BIA
55 Bloor St W
Suite 220
Toronto, ON M4W 1A5



People are spilling out into the streets as they enjoy a car-free shopping and eating experience at Bay and Bloor. Can you believe it? No honking taxis, no sluggish crush of cars, room for walking and the slow-moving tide of tourists get to move a little faster.

-30-

MEDIA CONTACT
Triad Communications
Media@triadcommunications.com
416-



Bloor-Yorkville BIA
55 Bloor St W
Suite 220
Toronto, ON M4W 1A5



The streets are full of life and the pedestrian is priority on Bloor Street's auto-free zone. The environment will be friendly to the presence of people living, shopping, visiting, enjoying or spending time in an area.

-30-

MEDIA CONTACT
Triad Communications
Media@triadcommunications.com
416-697-1323



Bloor-Yorkville BIA
55 Bloor St W
Suite 220
Toronto, ON M4W 1A5

FACT SHEET

MEDIA CONTACT

Triad Communications
500 Queen St. West
Toronto, ON M5V 2B3
media@triadcomm.com
416-697-1323

BLOOR SQUARE

Bloor Street

- Founded in 1830 by Joseph Bloor and William Botsford Jarvis
- Began as a residential suburb
- Due to increase in population size the residential suburb turned to village and eventually petitioned the City of Toronto to be annexed (Annexation declared on Feb. 1, 1883)
- With the construction of the Bloor-Danforth subway the value of land increased, resulting in a great transformation to the most prestigious high-end shopping district
- Bloor Street consists of office towers, the Bay and Holt Renfrew department stores, several art galleries, fashion boutiques, antique stores, popular bars, cafes, eateries and hotels/condominiums

Bloor Street Transformation

- The Bloor Street Transformation Project began construction to beautify and completely revamp Bloor-Yorkville's fashion mile
- Plans to transform Bloor Street include extensive tree plantings using innovative and sustainable soil cell systems, lighting on trees, widened granite sidewalks, cobble stone roads, seasonal flowerbeds and street furniture
- The new design created by Peter Clewes of Architects Alliance will make the popular shopping district a world-class, welcoming and safe place to see and be seen

(more)

Bloor-Yorkville Business Improvement Area (BIA)

- The Bloor-Yorkville BIA was founded on July 22, 1985
- The BIA has a membership of nearly 1, 800 businesses
- The BIA's mandate is to improve, beautify and maintain municipally owned lands, building and structures in the area
- Beautification and maintenance is provided at the expense of the Corporation of the City of Toronto
- The BIA was created to develop and implement streetscape beautification and promotional programs with a view to increasing business revenues and tourism

Urban Festival Marketplace

- Festival marketplace a concept introduced by James W. Rouse in the United States created the idea to revitalize downtown areas in major cities in the late 20th century
- Will attract both urban residents and out-of-town visitors to Yorkville
- Festival marketplace will include local involvement in the creation of a safe and trendy attraction intended to serve as a major catalyst for other redevelopments

Pedestrian Safety & Environmental Impact

- The City of Toronto has released a framework called Change is in the Air: Toronto's Commitment to an Environmentally Sustainable Future that targets a six per cent cut in greenhouse gas emissions from the Toronto urban area by 2012
- These targets aim to mirror European Union City Goals
- By eliminating transportation on Bloor Street emission levels will reduce providing alternative modes of transportation including bikeways
- More than 2, 300 pedestrians are injured every year in traffic collisions
- The We're All Pedestrians campaign was launched in 2004 working in cooperation with the Toronto Police Service to reinforce the theme that everyone needs to take care and be courteous as they may their way around Toronto streets
- Bloor Street is listed as one of Toronto's most dangerous roads for pedestrians



BACKGROUND

MEDIA CONTACT

Triad Communications

Media@triadcommunications.ca

416-697-1323

GUCCI AND PRADA AND CARS OH MY!

Located in the heart of Toronto, Bloor Street West and Yorkville is the city's most celebrated neighbourhood of style and culture. It offers an exceptional mixture of haute couture, fine dining, luxurious hotels and world class galleries. Entrepreneur Joseph Bloor founded the Yorkville Village in 1830. The quiet residential streets and quaint gardens survived into the 20th century, when it was annexed by the City of Toronto.

Bloor Street often nicknamed "Fashion Mile," is one of Canada's most exclusive and fashionable shopping districts. If names like Tiffany, Gucci, and Prada make your heart race this is the place to be. Being compared to acclaimed areas, New York's Fifth Avenue, Chicago's Magnificent Mile and Los Angeles's Rodeo Drive, it has been recognized as one of the most lavish shopping streets in North America.

Before its transition into high-end shopping district, Yorkville grew as Toronto's bohemian cultural center. Neil Young, Joni Mitchell, Gordon Lightfoot and Margret Atwood, some of Canada's most famous talents, came from the area. It was also known as the hippie movement capital. To get inspired by the talent, youth would gather and hang out in Yorkville's famous coffee houses. As years passed, the area faced major transformations. High-end businesses, chic boutiques, cafes, world-class art galleries, stylish hotels, fancy salons and upscale condominiums invaded the area, coffee houses became a thing of the past.

(More)

Bloor-Yorkville renovations are not over yet. The transformation is proceeding to bring back the cultural allure and inspiration, based on modern seduction and a European model, features that make the streets alive with people and not cars. With recent concerns of air pollution, pedestrian and cyclist fatalities and injuries, Bloor-Yorkville is one small step toward a growing trend of vehicle free zones, which will reduce pollution and accidents.

The Bloor Street car free initiative is a cooperative project and led by the Bloor-Yorkville Business Improvement Area (BIA), with support from the City of Toronto. The BIA was created in response to the tremendous commercial, retail, residential and tourist growth that began in Toronto. Today they are continuing to build and hope to increase revenue and tourism, and create safer streets for pedestrians in the area. The official plan: "The Green Mile," a vehicle free transformation and beautification project. The BIA along with Mayor Rob Ford and Kristyn Wong-Tam, city councillor are determined to revamp and completely titivate Bloor-Yorkville's treasured fashion mile. The renovation will construct a lively commercial street that is vehicle free, pedestrian-pleasant and provides an exciting sanctuary for those who stroll through. Bloor Street resolves to assert itself as one of the most exhilarating "have to visit" streets in the world.