



For Immediate Release

**The 7th Annual Yorkville Exotic Car Show Returns
to Bloor Street in Support of Prostate Cancer Canada**

*Canada's largest luxury car show returns to the Bloor-Yorkville area this Father's Day
featuring a red carpet display of over 100 classic and exotic cars*

Toronto, June 2017 – The Bloor-Yorkville Business Improvement Area (BYBIA) is proud to present the **7th annual Yorkville Exotic Car Show** taking place on Father's Day, June 18th. **From noon – 5pm**, the Mink Mile section of Bloor Street will roll out a red carpet display of luxury vehicles, in support of **Prostate Cancer Canada (PCC)**. This year's showcase will feature **over 100** classic and exotic cars, including **Porsche, Ferrari, Lamborghini, Super Cars** and more.

"We're excited to continue to host Canada's largest car show on Bloor Street, where car enthusiasts of all ages can walk the red carpet and get an up-close look at a one-of-a-kind line-up of luxury cars," says **Briar de Lange, Executive Director of the Bloor-Yorkville Business Improvement Area**. "The highly anticipated event is free to the public. Visitors can enjoy spending Father's Day with family and friends in Bloor-Yorkville, taking advantage of the many options for shopping, dining and attractions in the area."

Featuring classic and exotic cars from around the world, **11 corrals of cars** will be on display **from Avenue Road to Bay Street**, showcasing the evolution of some of the world's greatest sports cars and classics. Highlights of the show include the sleek and sophisticated **2017 Acura NSX**, among other rare and high-value cars including a **2016 Porsche GT3 RS, 2017 Corvette Z06** and **2014 Ferrari 458 Speciale**. Visitors can also enjoy live music along Bloor Street, with performances by the Cat Bernardi Quartet, David Leask, Santerias and the Raz Hilland Quartet.

"Bloor-Yorkville is a unique neighbourhood that emulates the tone of Canada's car culture, setting the perfect stage to showcase the Yorkville Exotic Car Show each year," says **Phil Downe, Founder and Chairman of the Yorkville Exotic Car Show**.

"Through our partnership with the Bloor-Yorkville BIA, the event has raised over \$200,000 to date for Prostate Cancer Canada."

Visitors can also look forward to meeting the **2016 Porsche GT3 Cup Canada** and **2017 GTD Rolex 24 Hours Daytona winner, Canadian racecar driver Daniel Morad**. Daniel will be onsite throughout the day for meet and greets, autograph signing and Q&A sessions. Also attending the show will be **Jim Kenzie, Canada's foremost automotive journalist and Targa Newfoundland co-founder**. His Targa JUKE NISMO RS will be on display.

Car enthusiasts and participants can sponsor one of the exotic cars that will be on display at the show with proceeds benefitting PCC. To sponsor one of these high-end showpieces, visit the *Sponsor a Car* page at www.YorkvilleExotics.com. The name of the sponsor will be displayed on the car plaque at the event and on the website.

This highly anticipated event is **open to the public and free of charge**. Visitors are encouraged to stop by the Bloor-Yorkville BIA and Prostate Cancer Canada tents for chances to win great prizes with proceeds raising funding for prostate cancer research. This year, PCC will be giving all guests of the show a chance to Spin2Win great prizes. From PCC swag, to Honda Indy Toronto tickets. Donate \$2 at the PCC Spin2Win booth and walk away a winner! All spins are entered into our grand prize draw to win a 2-night stay for up to 14 people at the Dunsford House at Eganridge Estate accompanied by unlimited golf. The 50/50 draw will also be returning. Last year's winner took home \$4,500!

**Find us on Facebook, Twitter and Instagram:
@BloorYorkville @YorkvilleCars #YECS2017
*Temporary Street Closure (6:00am – 8:00pm):***

Bloor Street (Avenue Road to Bay Street)

St. Thomas Street (Bloor Street to north side of Sultan Street)

Bellair Street (Bloor Street to Critchley Lane)

Parking garages are located throughout the area and the TTC has excellent service to the neighbourhood.

About Bloor-Yorkville

Since entrepreneur Joseph Bloor founded the Village of Yorkville in 1830, the heart and soul of Toronto has distinguished itself as the premier shopping, dining and cultural destination in the city. The Bloor-Yorkville neighbourhood is bordered by Scollard Street to the north, St. Mary Street to the south, Avenue Road to the west and Church Street to the east. For the latest information on stores, events and parking please visit www.bloor-yorkville.com. **Follow Bloor-Yorkville** on Twitter, Instagram and Facebook at @BloorYorkville.

About Yorkville Exotic Car Show

The Yorkville Exotic Car Show is a federally incorporated not-for-profit organization (# 887079-9). Run by car enthusiasts, our mission is to promote goodwill among fellow sports car clubs and assist in fundraising for Prostate Cancer Canada. For more information visit yorkvilleexotics.com or follow Yorkville Exotic Car Show on twitter at @YorkvilleCars.

About Prostate Cancer Canada

Prostate Cancer Canada raises funds for the development of programs related to awareness and public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer. For more information visit prostatecancer.ca or check our Twitter account at @ProstateCancerC or Facebook at Prostate Cancer Canada.

To book interviews or for more information, please contact:
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