



For Immediate Release

**The 8th Annual Yorkville Exotic Car Show
Returns to Bloor Street this Father's Day**

*Canada's largest luxury car show returns to Bloor-Yorkville in support of
Prostate Cancer Canada featuring a red carpet display of
over 110 classic and exotic cars*

Toronto, May 2018 – The Bloor-Yorkville Business Improvement Area (BY BIA) is proud to present the **8th annual Yorkville Exotic Car Show** returning to Bloor Street on **Father's Day, June 17th**. **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**. The largest luxury car show in the country, the event will feature classic and exotic cars from around the world including **SuperCars, Ferrari, Lamborghini, Porsche, Acura** and **more**.

“With over 110 classic and exotic cars, we're thrilled to continue hosting Canada's largest luxury car show on the Mink Mile of Bloor Street,” says **Briar de Lange, Executive Director of the Bloor-Yorkville Business Improvement Area**. “The Yorkville Exotic Car show is a free public event and a unique opportunity for the city to enjoy the Bloor-Yorkville neighbourhood with friends and family on Father's Day, while raising funds for Prostate Cancer Canada.”

Ten corrals of cars will be on display **from Avenue Road to Bay Street**, with highlights of the show including the sleek and sophisticated **2018 Acura NSX**, among other rare and exotic cars including a **2008 Bugatti Veyron, 2018 McLaren 720S, 2016 Porsche GT3 RS and 2017 Viper ACR-E**. Visitors can also enjoy live music along Bloor Street, with performances by the Angela Torone Trio, Los Locos, the Rob Tardik Trio and the Sean Stanley Trio & Miss Dior.

“The Yorkville Exotic Car Show continues to foster goodwill among fellow sports car clubs, bringing together southern Ontario's best car clubs for a one-of-a-kind event,” says **Phil Downe, Founder and Chairman of the Yorkville Exotic Car Show**. “Bloor-Yorkville sets the perfect stage for the annual event, and through our partnership with the Bloor-Yorkville BIA we have raised over \$226,000 to-date for Prostate Cancer Canada.”

Car enthusiasts and participants can sponsor one of the exotic cars that will be on display at the show with proceeds benefitting Prostate Cancer Canada. 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 ID plate at the event and on the website. Everyone can also help support Prostate Cancer Canada by [making a donation](#).

“This is an important event to raise funds and awareness for the most common cancer affecting Canadian men,” says **Peter Coleridge, President and CEO of Prostate Cancer Canada**. “On Father’s Day, we want men to be equipped with the knowledge to make smart choices about their health. Important conversations about prostate cancer start in places where men are most comfortable, so we want to spark this discussion while many men are doing something they enjoy.”

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 funds for vital prostate cancer research. This year, all guests of the show have a chance to win up to \$10,000 in Prostate Cancer Canada’s 50/50 draw! Guests can also enter a promotional draw to win a family 4 four pack of bronze level tickets to the Honda Indy Toronto!

**Find us on Facebook, Twitter and Instagram:
@BloorYorkville @YorkvilleECS #YECS2018**

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)

The Yorkville Exotic Car Show will take place between noon and 5 pm. 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 is the leading national foundation dedicated to the elimination of the most common cancer in men through research, advocacy, education, support and awareness. As the largest charitable investor in prostate cancer research in Canada, Prostate Cancer Canada is committed to continuous discovery in the areas of prevention, diagnosis, treatment, and support.

Prostate Cancer Canada is proud to have been named one of Canada's top 3 health charities for efficiency and financial transparency in the Financial Post's 2017 Charities of the Year list.

To book interviews or for more information, please contact:
Nathan Marchio | NKPR | 416.365.3630 x. 243 | nathan@nkpr.net