

Bloor-Yorkville Lights Up for Holiday Magic with Official Lighting Ceremony and Special Performance by Keshia Chanté

On Saturday, November 18th the Bloor-Yorkville BIA marks the start of the holiday season with annual lighting ceremony and open-air concert in support of CANFAR

Toronto, ON October 2017 – On **Saturday, November 18th** from 5:00pm – 6:30pm, the **Bloor-Yorkville BIA (BYBIA)** celebrates the return of the holiday season with **Holiday Magic**, an open-air concert and lighting ceremony taking place in the Village of Yorkville Park. Holiday Magic is a free, family-friendly community celebration featuring the annual **“Flick the Switch” Lighting Ceremony** and **musical programming**, with a special headline performance from R&B/Pop Star **Keshia Chanté**.

Hosted by Global News Weekend Meteorologist Ross Hull, the BYBIA invites the community to the Village of Yorkville Park **in support of the Canadian Foundation For Aids Research (CANFAR)** as they transform Bloor-Yorkville with a vibrant new display of lights. The highly anticipated event will illuminate the neighbourhood for the **Holiday Magic season (November 18th – December 31st)**, creating a unique destination for patrons of the neighbourhood to shop, dine and take in the area’s art and culture while surrounded by festive lighting.

As one of Canada’s most recognized R&B/Pop artists, Juno Award winner Chanté will take the stage performing a variety of her chart topping singles along with a selection of festive holiday favourites. Special return guests, The Rosedale Day School Choir will open the evening’s musical entertainment.

“Holiday Magic continues to be an annual tradition that the community looks forward to, with a great evening of live music and the annual lighting ceremony that creates a one-of-a-kind setting for the holiday season,” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “The event invites residents and visitors to enjoy outdoor entertainment with family, friends and loved ones, while supporting an important charitable cause.”

Cash and cheque donations in support of CANFAR are welcome and will be accepted by CANFAR representatives onsite at the BYBIA tent. Attendees can also look forward to complimentary refreshments as they enjoy the Holiday Magic programming.

In addition to the new holiday lighting and the Christmas tree located in the Village of Yorkville Park, patrons can also look forward to Holiday Magic programming and events in Bloor-Yorkville throughout the holiday season, including strolling carolers on Fridays and Saturdays in December and the annual 12 Trees of Christmas at the Gardiner Museum. The Holiday Magic lighting ceremony will set the stage for holiday window displays, cheerful décor and festive lighting along tree-lined streets until the start of the new year.

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About Bloor-Yorkville

Since entrepreneur Joseph Bloor founded the Village of Yorkville in 1830, the heart and soul of Toronto has distinguished itself as a premier shopping, dining and cultural destination. 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. The Bloor-Yorkville BIA initiates and funds many neighbourhood improvements, including the newly improved Bloor Street trees, gardens and granite sidewalks. For the latest information on stores, events and parking facilities, visit www.bloor-yorkville.com. Find Bloor-Yorkville on Facebook and follow @BloorYorkville on Twitter and Instagram.

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