



## Canadian Music Sensation Shawn Hook to Headline Holiday Magic in Bloor-Yorkville

*On Saturday, November 17<sup>th</sup> the Bloor-Yorkville BIA hosts the kick-off to the holiday season with annual lighting ceremony and live concert in the Village of Yorkville Park*

**Toronto, ON October 18, 2018** – On **Saturday, November 17<sup>th</sup>** from 5:00pm – 6:30pm, the **Bloor-Yorkville BIA (BY BIA)** and **Canadian singer-songwriter Shawn Hook** celebrate the holiday season with **Holiday Magic**, a free public concert and lighting ceremony taking place in the Village of Yorkville Park. Holiday Magic is a family-friendly community celebration that will feature an impressive live performance from Hook and the annual **“Flick the Switch” Lighting Ceremony** with the **event in support of the Canadian Foundation For Aids Research (CANFAR)**.

A two-time JUNO Fan Choice Award nominee, Hook will take the stage to deliver an exciting lineup of his top hits, with special guests the **Rosedale Day School Choir** opening the evening’s programming. Widely recognized for his hit single “Sound of Your Heart” and latest Certified Platinum single “Reminding Me” (featuring Vanessa Hudgens), Hook has most recently made headlines with performances on *Jimmy Kimmel Live*, *The Today Show*, and *Live! With Kelly and Michael*.

“Shawn Hook is an internationally recognized talent and we’re thrilled to welcome him as our headlining performer for Holiday Magic,” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “Holiday Magic is an annual tradition that not only invites the community for an evening of musical entertainment, but truly sets the stage for the neighbourhood as a one-of-a-kind destination during the holiday season, all while supporting an important charitable cause.”

Hosted by on-air **CHUM 104.5 personality Taylor Kaye**, The BY BIA invites the community to the Village of Yorkville Park in support of CANFAR as they transform Bloor-Yorkville with a new Christmas tree and a vibrant display of lights. The highly anticipated event will illuminate the neighbourhood for the **Holiday Magic season (November 17<sup>th</sup> – December 31<sup>st</sup>)**, 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.

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

In addition to the holiday lighting and the new Christmas tree located in the Village of Yorkville Park, patrons can also look forward to **#HolidayMagic18** programming and events in Bloor-Yorkville throughout the season, including strolling carolers on Fridays and Saturdays in December and the 11th annual Santa Speedo Run on December 15th. The lighting ceremony marks the start of holiday window displays, cheerful décor and festive lighting along tree-lined streets until the New Year.

### 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](http://www.bloor-yorkville.com). Find Bloor-Yorkville on Facebook and follow @BloorYorkville on Twitter and Instagram.

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