



## **Winter Hath Come with the 13<sup>th</sup> Annual Bloor-Yorkville Icefest in support of the Heart and Stroke Foundation**

*Toronto's premier cultural destination showcases over 70,000 lbs. of carved ice  
inspired by medieval times*

**(TORONTO, ON) January 2018** – Celebrate winter with the **13<sup>th</sup> annual Bloor-Yorkville Icefest** on **Saturday, February 24<sup>th</sup>** and **Sunday, February 25<sup>th</sup>** throughout the Village of Yorkville Park and surrounding area. **A free public event**, patrons of all ages can expect a wide variety of uniquely designed ice sculptures and family-friendly activities for the duration of the weekend.

This year, a Medieval Times theme will transform the neighbourhood into a one-of-a-kind display of **over 70,000 lbs. of ice** sculpted into magnificent creations inspired by the chivalry, rivalry and revelry celebrating the middle ages. Open to the public on **February 24<sup>th</sup> from 12 noon – 8pm** and **February 25<sup>th</sup> from 12 noon – 5pm**, the Village of Yorkville Park and Cumberland Street will be the centre of the Icefest attractions. Highlights of the Medieval Times theme include an **“11<sup>th</sup> Century-Style Castle with Knights on Guard”** ice exhibit, **daily knight tournaments** and a **photo opportunity with a majestic “Throne for Two”**.

“Icefest is a highly-anticipated community event in Toronto which provides the city with free programming to enjoy the winter season outdoors,” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “February is Heart Month, and the Bloor-Yorkville BIA is proud to continue supporting the Heart and Stroke foundation during Icefest, raising over \$78,000 to date.”

For a small donation, children can look forward to **“Ice Kiddie Cubes”** with a surprise toy inside, and visitors can enjoy a sweet treat at the **Maple Taffy Station** with all proceeds supporting the Heart and Stroke Foundation. Cumberland Street will also be home to a variety of food vendor tents and an **Icefest Lounge** featuring the smooth sounds of DJs from Bellosound.

On **Saturday, February 24<sup>th</sup>**, the **Annual Sassafras Ice Carving Competition** will take place in the Village of Yorkville Park starting at noon. Visitors can enjoy watching talented ice carvers from across Ontario transform blocks of ice into original creations.



Between 2pm–5pm visitors are encouraged to cast their vote for their favourite ice sculpture, with The People’s Choice Sculpture winner announced at 5:15pm. Ice carving demonstrations and programming will also take place on Sunday, February 25<sup>th</sup>.

Icefest is presented by the **Bloor-Yorkville Business Improvement Area (BYBIA)** with support from:

**Gold Sponsors**

Holt Renfrew Centre  
Hudson’s Bay Centre  
TD

**Silver Sponsors**

Manulife Centre  
The Colonnade

**Bronze Sponsors**

Yorkville Village  
Sassafras  
Roots  
Game & Hobby Zone

Follow **@BloorYorkville** on Twitter, Instagram and Facebook using the hashtag #Icefest18

**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](http://www.bloor-yorkville.com). **Follow Bloor-Yorkville** on Twitter, Instagram and Facebook at @BloorYorkville.

**Media Contacts:**

Nathan Marchio, [Nathan@nkpr.net](mailto:Nathan@nkpr.net), 416-365-3630 ext. 243 c: 647-823-7147

Natalie Fox, [Natalie@nkpr.net](mailto:Natalie@nkpr.net), 416-365-363- ext. 233 c: 647-525-8713