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For Immediate Release

**Bloor-Yorkville Welcomes the 9th Annual Yorkville Exotic Car Show
in Support of Prostate Cancer Canada**

*Canada's largest luxury car show returns to Bloor St. this Father's Day
featuring a red-carpet display of over 110 classic and exotic cars*

Toronto, May 2019 – The Bloor-Yorkville Business Improvement Area (BY BIA) is proud to present the **9th annual Yorkville Exotic Car Show** returning to Bloor Street on **Father's Day, June 16th. From noon – 5pm**, Bloor Street (from Avenue Road to Bay Street) will roll out a red-carpet display of luxury vehicles in support of **Prostate Cancer Canada (PCC)**. This year, the event will feature classic and exotic cars from around the world including **Acura, Porsche, Ferrari, Lamborghini, Supercars, Aston Martin**, and **more**.

“The Yorkville Exotic Car Show is a one-of-a-kind Father's Day event in Toronto that the community looks forward to each year,” says **Briar de Lange, Executive Director of the Bloor-Yorkville Business Improvement Area**. “We're thrilled to continue hosting Canada's largest luxury car show on Bloor St. while raising funds for prostate cancer research.”

Ten corrals of cars will be on display, with highlights of the show including the sleek and sophisticated **2019 Acura NSX**, among other rare and exotic cars. This year, the Yorkville Exotic Car Show will commemorate the **70th anniversary of Ferrari** with a display of the gas-electric hypercar **Ferrari LaFerrari**. The show will also commemorate the **110th anniversary of the Morgan Motor Company** with a stunning display of the rare and exotic British sports car.

“We started the Yorkville Exotic Car Show nine years ago with a number of car club directors getting together to create a joint car show to raise money for charity,” says **Phil Downe, Founder and Chairman of the Yorkville Exotic Car Show**. “Through our partnership with the Bloor-Yorkville BIA, we've raised over \$300,000 to-date for Prostate Cancer Canada to help support prostate cancer research.”

The highly anticipated event is **open to the public and free of charge**. Visitors are encouraged to stop by the Bloor-Yorkville BIA and PCC tents for chances to win great prizes with proceeds raising funds for vital prostate cancer research.



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“Thank you to the Yorkville Exotic Car Show for its incredible support in raising funds and awareness for the most common cancer among Canadian men. 2019 is our 25th anniversary – we are proud of our contribution to reducing the death rate from prostate cancer during that time and continuing to provide even more hope for the 58 Canadian men diagnosed on average every day,” says **Peter Coleridge, President and CEO of Prostate Cancer Canada**. “This is a great Father’s Day partnership that allows men and their families to enjoy luxury cars while learning more about prostate cancer and how early detection leads to an almost 100 per cent survival rate.”

Everyone can participate in the show by sponsoring an exotic car that will be on display. To become a Bronze or Partner sponsor of one of these high-end showpieces, visit the Sponsor a Car page at <https://yorkvilleexotics.com/sponsor-a-car>. Help the show achieve the goal of raising \$80,000 to help support prostate cancer research. Tax-receipts are issued for all sponsorships.

**Find us on Facebook, Twitter and Instagram:
@BloorYorkville @YorkvilleECS #YECS2019**

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 a dedicated team of volunteers, our mission is to be the premier Father’s Day event in Toronto’s most celebrated neighbourhood of style and culture, while helping Prostate Cancer Canada provide support to men and their families dealing with prostate cancer. For more information visit yorkvilleexotics.com or Like Yorkville Exotic Car Show on Facebook at @YorkvilleECS.



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About Prostate Cancer Canada

Prostate Cancer Canada is the leading national charity addressing prostate cancer needs across the country. We invest in world-leading Canadian research; are a strong voice to influence governments and health care professionals; share trusted information; increase public awareness; and work with support groups across Canada.

To book interviews or for more information, please contact:

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