

BLOORYORKVILLE

Canadian Pop-Star Ruth B. to Headline Holiday Magic in Bloor-Yorkville

On Saturday, November 23rd 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 2019 – On **Saturday, November 23rd** from 5:00pm – 7:00pm, the **Bloor-Yorkville BIA (BY BIA)** and **Canadian pop-star Ruth B.** celebrate the festive season with **Holiday Magic**, a free public concert and lighting ceremony taking place in the Village of Yorkville Park. Holiday Magic is a community celebration that will feature an impressive live performance from Ruth B and the annual **“Flick the Switch” Lighting Ceremony** with the **event in support of the Canadian Foundation for Aids Research (CANFAR).**

Having received the coveted **Juno award** for *Breakthrough Artist of the Year* in 2017, **Ruth B.** will take the stage to deliver an exciting lineup of her top hits, including the widely recognized international hit single “Lost Boy”, which has accumulated over 450 Million streams. “Lost Boy” has been certified 3x Platinum in the US, 4 x Platinum in Canada and 2 x Platinum in Sweden. She will also perform her hits “Superficial Love” and “Mixed Signals”. Ruth continues to sell out live shows across Canada and the United States, while ultimately touching her fans with her incredible vocal and piano interpretations of life and love. This will be Ruth B’s first Toronto appearance in support of her latest EP “Maybe I Will Find You Again” and her single “Slow Fade”.

“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.** “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.”

The BY BIA invites the community to the Village of Yorkville Park in support of CANFAR as they transform Bloor-Yorkville with a vibrant display of lights. The highly anticipated event will illuminate the neighbourhood for the **Holiday Magic season (November 23rd – 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.

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 main holiday tree lighting, beautiful LED crowns will light up 138 trees as part of the Holiday Magic lighting ceremony, and the trees will remain lit for the entire winter season, adding a welcoming brightness and warmth to Bloor Street. Patrons can also look forward to **#HolidayMagic19** programming and events in Bloor-Yorkville throughout the season, including strolling carolers on Fridays, Saturdays and Sundays in December and the 13th annual Santa Speedo Run on December 14th. The lighting ceremony marks the start of holiday window displays, cheerful décor and festive lighting along tree-lined streets until 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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