

BLOOR YORKVILLE ICEFEST

FOR IMMEDIATE RELEASE

15th Annual Bloor-Yorkville Icefest Presents the “Awesome 80’s” in support of the Heart and Stroke Foundation

*On February 8th and 9th, Toronto’s premier cultural destination will showcase over
70,000 lbs. of carved ice inspired by the 1980’s*

(TORONTO, ON) February 2020 – Celebrate winter with the **15th annual Bloor-Yorkville Icefest** on **Saturday, February 8th** and **Sunday, February 9th** throughout the Village of Yorkville Park and surrounding area. **A free public event**, patrons can expect a wide variety of uniquely designed ice sculptures and amazing winter activities for the duration of the weekend.

This year, all things 80’s are retro-cool again with the “Awesome 80’s” theme transforming the neighbourhood into a one-of-a-kind display of **over 70,000 lbs. of ice** sculpted into ice sculptures glittering to the max. Visitors can also look forward to the **Icefest Lounge** featuring the smooth sounds curated Bellosound, the **Icefest Scavenger Hunt** taking place throughout the neighbourhood and the **Annual Sassafras Ice Carving Competition** taking place at 12 p.m. on Saturday, February 8th.

As **February is Heart Month**, Bloor-Yorkville will be fundraising with participating partners and sponsors **in support of the Heart & Stroke Foundation**.

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

Gold Sponsors

Holt Renfrew Centre
Hudson’s Bay Centre

Silver Sponsors

Manulife Centre
TD Bank Group

Bronze Sponsors

Sassafras
The Colonnade

WHAT: **15th Annual Bloor-Yorkville Icefest – Free public event**

WHERE: Village of Yorkville Park & Cumberland St.

WHEN: **Saturday, February 8th – 12:00 p.m. – 8:00 p.m.**

- Annual Sassafras Ice Carving Competition starts at 12 p.m. (winner announced at 5:15p.m.)

Sunday, February 9th – 12:00 p.m. – 5:00 p.m.

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Follow **@BloorYorkville** on Twitter, Instagram and Facebook using **#Icifest20**

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**.

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