

# BLOORYORKVILLE

## For Immediate Release

### **Bloor-Yorkville Illuminates for the Holiday Season with Festive Lighting and Launch of Urban Campfire Benches on Bloor Street**

**Toronto, ON November 20<sup>th</sup>, 2020** – This November, the **Bloor-Yorkville BIA (BY BIA)** will celebrate the **return of the holiday season by illuminating the neighbourhood with a one-of-a-kind display of festive lighting**. Continuing with annual traditions, visitors and residents of Bloor-Yorkville can look forward to shopping, dining and taking in the neighbourhood’s art and cultural attractions surrounded by festive lighting along tree-lined streets.

To further celebrate the neighbourhood, the BY BIA is **thrilled to introduce a new installation of uniquely designed Urban Campfire Benches along Bloor Street West** (between Church Street and Avenue Road). Launching alongside this season’s festive lighting, the Urban Campfire Benches will become a **permanent fixture along Bloor Street, with 60 benches resembling campfires that light up when in use**. The bench installations will bring a piece of the great outdoors to bustling Bloor St., with endless colour options that will be programmed by each holiday and season.

“Holiday lighting throughout the neighbourhood is an annual tradition that the community looks forward to each year, and we couldn’t be more excited to introduce the Urban Campfire Benches with this year’s display of lights.” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “The festive lighting and newly installed benches will further set the stage for the Bloor-Yorkville neighbourhood as a destination within the City and allow us to continue with annual traditions safely during these challenging times.”

In an effort to slow the spread of covid-19 and in-line with City of Toronto regulations around permitted events, **the Holiday Magic public concert and lighting ceremony will be postponed to November 2021**. The Bloor-Yorkville BIA looks forward to welcoming the community to the neighbourhood this holiday season to enjoy the lights and Urban Campfire Benches, as local businesses continue to adhere to strict health and safety measures.

#### **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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