

# BLOOR YORKVILLE ICEFEST

FOR IMMEDIATE RELEASE

## **Bloor-Yorkville Icefest Returns with a Trip Around the World**

*From February 26<sup>th</sup>–28<sup>th</sup>, the 16<sup>th</sup> annual event takes visitors on a socially-distanced trail throughout Bloor-Yorkville, escaping to some of the world's most iconic destinations*

**(TORONTO, ON) February 2021** – Celebrate winter with the **16<sup>th</sup> annual Bloor-Yorkville Icefest** from **Friday, February 26<sup>th</sup> to Sunday, February 28<sup>th</sup>**. Taking place throughout the neighbourhood, Icefest is a **free public event** featuring a wide variety of **uniquely designed ice sculptures and amazing winter displays** over three-days.

This year's **Trip Around the World** theme takes visitors around the globe with a **socially-distanced trail** through Bloor-Yorkville, creating a **self-guided tour** to some of the world's most iconic destinations. Patrons can expect a wide variety of uniquely designed ice sculptures **replicating internationally renowned tourist attractions** right here in our own backyard.

"Bloor-Yorkville Icefest is an annual event that the City looks forward to each winter," says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. "Icefest is a unique opportunity to enjoy the winter season outdoors, and we're proud to introduce a socially-distant, self-guided event for 2021 that will create a safe way to enjoy the ice sculptures and all that the neighbourhood has to offer."

Highlights of the Trip Around the World theme include ice sculptures depicting **Big Ben, the Eiffel Tower, the Statue of Liberty, Leaning Tower of Pisa, the Sydney Opera House** and more. Bloor Street's **Urban Campfire benches will also be lit up in celebration of Icefest**, featuring **blue lighting** for the duration of the event.

Supporting a charitable cause with each annual event, the Bloor-Yorkville BIA will be fundraising with participating partners and sponsors **in support of Second Harvest**. Gold Sponsors of the 2021 event include **AMEX, Manulife Centre** and **TD Bank Group**.

Follow **@BloorYorkville** on Twitter, Instagram and Facebook using **#Icefest21**

### **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**.

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## **About Second Harvest**

Second Harvest is Canada's largest food rescue charity with a dual mission of environmental protection and hunger relief. We recover nutritious, unsold food from food businesses before it becomes waste and distribute to a broad network of social service organizations.

## **Media Contacts:**

Nathan Marchio | NKPR | [nathan@nkpr.net](mailto:nathan@nkpr.net), 416-365-3630 ext. 243

Jessica Mallett | NKPR | [jessicam@nkpr.net](mailto:jessicam@nkpr.net), 416-365-3630 ext. 231