

# BLOORYORKVILLE ICEFEST

FOR IMMEDIATE RELEASE

**Change of Date: Bloor-Yorkville Icefest Returns in March with a Trip Around the World**  
*From March 12<sup>th</sup> –14<sup>th</sup>, the 16<sup>th</sup> annual Icefest welcomes visitors in-person and virtually to enjoy an outdoor trail through Bloor-Yorkville, escaping to some of the world's most iconic destinations*

**(TORONTO, ON) March 2021** – Celebrate winter with the **16<sup>th</sup> annual Bloor-Yorkville Icefest**. In correspondence with the latest local and provincial covid-19 guidelines, Icefest will now take place from **Friday, March 12th to Sunday, March 14th**.

This year's **Trip Around the World** theme takes visitors around the globe both **in-person and virtually**, with an outdoor trail of uniquely designed ice sculptures throughout Bloor-Yorkville. **Escape to over 50 destinations** through a **self-guided tour of the neighbourhood** or by **logging on to the Bloor-Yorkville BIA's [Instagram](#) and [YouTube](#)** throughout the weekend. 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 both socially-distant and virtual viewing options 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](https://www.instagram.com/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