

FOR IMMEDIATE RELEASE
**THE YORKVILLE EXOTIC CAR SHOW, CELEBRATING 11 YEARS, IS EXCITED TO
ANNOUNCE THEIR NEW CHARITABLE PARTNER**

TORONTO, ON (JANUARY 25, 2021) – Toronto’s most iconic neighbourhood will once again host a virtual 11th Annual Yorkville Exotic Car Show on Father's Day Sunday, June 20, 2021.

We will be returning virtually to Bloor Street to allow exotic car aficionados, collectors, and fans alike to enjoy views of spectacular dream cars from Ferrari, Porsche, Aston Martin and others. This unique virtual online event will present a variety of exotic cars, their drivers, and automobile celebrities while showing off very best fashion, food, wellness and culture from the Bloor-Yorkville BIA (BY BIA).

Presented by the Bloor-Yorkville BIA, The Yorkville Exotic Car Show is excited to announce its new charitable partner and event beneficiary Melanoma Network of Canada (MNC). Along with the foundation, they will promote the importance of sun safety in hopes of reducing the incidence and mortality rate associated with melanoma and skin cancer in Canada.

Why melanoma? There is increasing knowledge about the hazards of solar and ultraviolet (UV) radiation to humans. Even though people spend a significant amount of time in cars, data on UV exposure while driving is lacking. By joining forces, our goal will be to create the largest sun safety event in the country. Promoting this message among car enthusiasts will help reduce the number of melanomas and skin cancers diagnosed. Together, the Yorkville Exotic Car Show will work in partnership with MNC’s Sun Safety Council Members and the Bloor-Yorkville BIA to promote the popular event’s commitment to sun safety all year round.

“I am looking forward to working with the Yorkville Exotic Car Show committee and the Bloor-Yorkville BIA to continue their legacy of impact on the cancer community.” Faly Katz – MNC Executive Director. “As the number of melanoma and skin cancer diagnoses continue to increase in Canada, it is extremely important to raise awareness for sun safety. Skin cancers can be prevented, 80% are caused by the sun’s harmful UV rays.”

David Elsner, Executive Director of the Yorkville Exotic Car Show, said, “We’re proud to partner with MNC to continue our legacy of making a difference for those affected by cancer. Skin cancers are the most commonly diagnosed type of cancer and drivers are typically exposed to harmful ultraviolet (UV) radiation every time they get behind the wheel. With the number of skin cancer cases on the rise in young adults in Canada, we are thrilled to leverage our premier event to raise awareness and prevent as many cases as possible.

“The Yorkville Exotic Car Show is a one-of-a-kind Father’s Day event that our community looks forward to each year. We’re thrilled to continue hosting Canada’s largest luxury car show as a virtual event, creating a safe way to enjoy an exciting lineup of luxury and exotic cars,” says Rick Kaczmarek, Director of Marketing for the Bloor-Yorkville BIA. “Supporting a charitable cause with each of our annual events, we’re proud to support the Melanoma Network of Canada through our partnership with the Yorkville Exotic Car Show.”

To date the Yorkville Exotic Car Show has raised almost \$400,000 for cancer related charities. Starting this year the Melanoma Network of Canada will benefit from proceeds raised through sponsorships, generous on-site and online donations, a 50/50 draw, and more.

For information visit www.yorkvilleexotics.com and www.bloor-yorkville.com.

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About Melanoma Network of Canada

Melanoma Network of Canada launched in 2009 as a response to the growing number of melanoma and skin cancer diagnoses in Canada.

The organization is dedicated to serving the patient community, providing education resources, and support services to patients and caregivers and promoting disease awareness and sun safety.

About Melanoma

Melanoma is the seventh most common cancer diagnosed in Canada. In 2020, approximately 8,000 (4,400 males and 3,600 females) Canadians will be diagnosed with melanoma skin cancer and over 1,300 will die as a result. The survival rate for melanoma is high if detected early and unlike many cancers; melanoma is often clearly visible on the skin. Unfortunately, the incidence of melanoma is on the rise. In males, the incidence rate for melanoma has increased steadily at about 2.2% per year since 1984. In females, the incidence rate for melanoma was stable from the mid-1980s to the mid-1990s, but it began increasing after 1994 (2.0%). With an increase in incidence comes an increase in mortality rates with male mortality rates increasing by 1.2% and female mortality rates increasing by 0.4%. According to World Health Organization (WHO) 85% of melanomas among Canadian men and women aged 30+ years are attributed to UV radiation exposure.

More details about UV Exposure in Cars

There is increasing knowledge about the hazards of solar and ultraviolet (UV) radiation to humans. Although people spend significant time in cars, data on UV exposure during traveling are lacking. A few studies have shown UV wavelengths longer than >335 nm are transmitted through car windows and UV irradiation >380 nm are transmitted through compound glass windscreens. There is some variation in the spectral transmission of side windows according to the type of glass. On the arms, UV exposure was 3-4% of ambient radiation when the car windows are closed and 25-31% of ambient radiation when the windows are open. In the open convertible car, the relative personal doses reached 62% of ambient radiation. The car glass types examined offer substantial protection against short-wave UV radiation but professional drivers should keep car windows closed on sunny days to reduce UV exposure. In individuals with polymorphic light eruption, produced by long-wave UVA, additional protection by plastic films, clothes or sunscreens are necessary. (source: <https://pubmed.ncbi.nlm.nih.gov/12925188/>)

Increased prevalence of Left- Sided Skin Cancers

Previous research has shown an increase in photodamage and precancers on the left side of the face, the driver's exposed side. When including all types of skin cancers and both sexes, more cancers occurred on the left (52.6%) than the right (47.4%) (P = .059), with a stronger trend in men (P = .042). There were significantly more malignant melanoma in situ on the left (31/42, 74%) than the right (11/42, 26%) (P = .002). Both melanoma and merkel cell carcinoma are significantly more likely to arise on the left than the right, and this effect was most prominent on the arm. Driver-side automobile ultraviolet exposure (approximately 5-fold stronger on the left than right arm) is a likely contributing factor. It may be prudent to remind individuals prone to skin cancer to take appropriate sun precautions when driving in an automobile. (sources : <https://pubmed.ncbi.nlm.nih.gov/20226568/> <https://pubmed.ncbi.nlm.nih.gov/21514002/>)

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.