

BLOORYORKVILLE

For Immediate Release

The Yorkville Exotic Car Show Returns to Bloor-Yorkville this Father's Day with a Digital Showcase of Luxury and Exotic Cars

The Bloor-Yorkville BIA and The Yorkville Exotic Car Show celebrate 11 years with a digital version of the annual event in support of Melanoma Network of Canada (MNC)

Toronto, June 2021 – On **Sunday, June 20th**, the **Bloor-Yorkville Business Improvement Area (BY BIA)** and **The Yorkville Exotic Car Show (YECS)** are pleased to introduce a digital showcase of luxury and exotic cars hosted on **Facebook Premiere**. **Celebrate Father's Day by walking a virtual red carpet from 12pm - 5pm**, with an exciting lineup of segments featuring **Exotics, American cars, Porsche, Electric Vehicles, and an open class** for a variety of unique vehicles.

Car enthusiasts can tune in throughout the day with **segments taking place at 12pm, 1pm, 2pm, 3pm and 4pm**, featuring a number of industry experts and drivers at select locations throughout Bloor-Yorkville. Guests and hosts including the **BY BIA's Director of Marketing Rick Kaczmarek, Sean Tollefsen of Mercedes-Benz and Sharnelle Kan of YECS** will take visitors down the virtual red carpet to neighbourhood stops including **The Colonnade and Yorkville Village**.

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)**. The Yorkville Exotic Car Show, along with the foundation, will promote the importance of sun safety in hopes of reducing the incidence and mortality rate associated with melanoma and skin cancer in Canada.

"The Yorkville Exotic Car Show is a one-of-a-kind Father's Day event that the community looks forward to each year," says **Briar de Lange, Executive Director of the Bloor-Yorkville Business Improvement Area**. "We are thrilled to continue this annual event virtually, as it has become a tradition for car enthusiasts of all ages. We thank all participants and viewers in advance for continuing to support the event and helping raise funds and awareness for this year's charitable partner, Melanoma Network of Canada."

WHO: The Yorkville Exotic Car Show presented by the Bloor-Yorkville BIA
Charitable event in support of Melanoma Network of Canada (MNC)

WHAT: Celebrate Father's Day by walking a virtual red carpet from 12pm - 5pm
Virtual segments: **Exotics, American cars, Porsche, Electric Vehicles, open class**

WHERE: Facebook Premiere
Segments taking place at The Colonnade and Yorkville Village

WHEN: Father's Day, Sunday, June 20th from 12pm - 5pm
Segments taking place at 12pm, 1pm, 2pm, 3pm and 4pm

**Interviews for The Yorkville Exotic Car Show are available on request*

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.blooryorkville.com. Find Bloor-Yorkville on Facebook and follow @BloorYorkville on Twitter and Instagram

About Melanoma Network of Canada:

The Melanoma Network of Canada (MNC) Melanoma Network of Canada is a national, patient-led organization whose mission is to save and improve the lives of melanoma and skin cancer patients and their caregivers by providing current and accurate resources and support services.

The network was founded to respond to the need for patients in Canada to have a nationally based organization coordinate educational and prevention efforts, provide a strong voice for advocacy, and assist in efforts to target funding for melanoma research.

Website: www.melanomanetwork.ca

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