

BLOORYORKVILLE

International Pop-Star Kiesza to Headline Holiday Magic in Bloor-Yorkville

On Saturday, November 27th the Bloor-Yorkville BIA hosts the return of Holiday Magic, the kick-off to the holiday season with annual lighting ceremony and live concert in the Village of Yorkville Park

Toronto, ON, October 2021– On Saturday, November 27th from 5:00pm – 7:00pm, the **Bloor-Yorkville BIA (BY BIA)** and **international pop-star Kiesza** celebrate the holiday season with **Holiday Magic**, a free outdoor concert and lighting ceremony taking place on Cumberland Street and the Village of Yorkville Park, hosted by **etalk host Chloe Wilde**. Returning for the 2021 season, Holiday Magic is a community celebration that will feature an impressive live performance from Kiesza and the annual **“Flick the Switch” Lighting Ceremony** with the **event in support of the Canadian Foundation for Aids Research (CANFAR)**.

Multi-platinum and three-time Juno Award Winning artist Kiesza will take the stage to deliver an exciting lineup of her top hits, including the widely recognized hit single “Hideaway”. With over 492 million YouTube views, 268 million streams on Spotify, and top 20 chart placement across North America and Europe, Kiesza quickly amassed a trove of accolades following the release of her breakthrough album ‘Sound of a Woman’ and is currently now on tour in support of her latest album “Crave”, with hit songs “Bridged by Lightwave” with Deadmau5 and “All of the Feelings.” Kiesza will also be joined by **special guest, Canadian actress and singer CARYS**. CARYS, also known as **Aviva Chiara Mongillo (Family Channel’s Backstage and CBC’s Workin’ Moms)** will open the evening’s festivities at 5:15 pm, with a special musical performance including her hit single “Princesses Don’t Cry”.

“Holiday Magic continues to be an annual tradition that the community looks forward to, with a great evening of live music and the annual lighting ceremony that creates a one-of-a-kind setting for the holiday season,” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “We’re excited to have Holiday Magic return this year with public health measures in place, and to set the stage for the neighbourhood as a destination during the holiday season, all while supporting an important charitable cause.”

The BY BIA invites the community to the Village of Yorkville Park in support of CANFAR as they transform Bloor-Yorkville with a Christmas tree and a vibrant display of lights. The highly anticipated event will illuminate the neighbourhood for the **Holiday Magic season (November 27th – December 31st)**, creating a unique destination for patrons of the neighbourhood to shop, dine and take in the area’s art and culture while surrounded by festive lighting.

Cash and cheque donations in support of CANFAR are welcome and will be accepted by CANFAR representatives onsite at the BY BIA tent. Attendees can also look forward to complimentary refreshments as they enjoy the Holiday Magic programming.

A limited capacity will be in place for this year’s event, and the BY BIA kindly asks attendees plan to arrive early. **Before entering the concert enclosure, we ask that all guests follow the current Toronto Public Health Guidelines**. A representative of the Bloor-Yorkville BIA will request for your Ontario Proof of Vaccination (POV) and to complete a self-screening survey upon entry.

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 the holiday lighting along tree-lined streets. **The Village of Yorkville Park will light up on November 27th and 138**

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trees along Bloor Street will be lit up for a spectacular display to welcome everyone for the holiday season. Programming and events in Bloor-Yorkville throughout the season include strolling carolers on select dates in December.

To further celebrate the neighbourhood, the BY BIA last year introduced uniquely designed Urban Campfire Benches along Bloor Street West (between Church Street and Avenue Road). The benches are permanent fixtures along Bloor Street, with 60 benches resembling campfires that light up when in use. The benches will be lit up in holiday colours and bring a piece of the great outdoors to bustling Bloor Street. Come out and enjoy the lights and the neighbourhood through to December 31st.

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

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