



BLOORYORKVILLE

FOR IMMEDIATE RELEASE

22nd Annual Gumball 3000 Rally Heads to Bay Street in Bloor-Yorkville

On May 27th and 28th the international celebrity motor rally hits Toronto and transforms Bay Street into a static car show featuring some of the world's most impressive and iconic cars

(TORONTO, ON) May 27th – 28th, 2022 – Gumball 3000, the annual international celebrity motor rally **kicks-off its 22nd annual event in Toronto on Friday, May 27th and Saturday, May 28th**. Driven by participants representing over 50 nationalities, over 100 vehicles will embark upon a once in a lifetime experience **driving from Toronto to Miami in 7 days - from May 27th to June 2nd, 2022**.

As part of the Toronto portion of the motor rally, **Bay Street (from Scollard Street to Bloor Street West)** will be transformed into the iconic 'Gumball Grid', a **static car show** featuring some of the world's most impressive and iconic cars. **The Bloor-Yorkville BIA (BY BIA)** invites guests to come view these incredible supercars **Friday May 27th from 11 am to Midnight**, as superstars including **deadmau5, Bun B, Ken Griffey Jr., David Hasselhoff, CeeLo Green** & more come together to participate and **raise money for the Gumball 3000 Foundation, supporting a variety of youth-based projects in low-income communities**. **Bloor-Yorkville**, Toronto's destination neighborhood for high-end boutiques, restaurants and hotels is thrilled to participate with the kick-off and to welcome everyone to the **22nd Annual Gumball 3000 Rally**.

The rally in Toronto **officially gets underway Saturday morning, May 28th at 11:00 am**, with a car parade going south on Bay Street to Gerrard St. and then south on Yonge to Yonge Dundas Square, following the flag drop at Yonge Dundas Square.

WHO: Bloor-Yorkville Business Improvement Area & Gumball 3000

WHAT: **22nd Annual Gumball 3000 Rally – FREE public event**

WHERE: **Gumball Toronto Grid: Bay Street**
(Scollard Street to Bloor Street West)

WHEN: **Gumball Toronto Grid: Friday, May 27th, 2022**
11 am to Midnight

Rally kicks-off Saturday, May 28th

Flag drop at 11am with last car expected to leave approximately 3pm



BLOORYORKVILLE

Follow @**BloorYorkville** on Twitter, Instagram and Facebook

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.

About Gumball 3000

Headquartered in London, England, Gumball 3000 is a lifestyle brand and entertainment group. Founded in 1999 by British designer and entrepreneur Maximillion Cooper, the Gumball 3000 Group has evolved over the past two decades into a global entertainment and popular culture brand. In the early 2000's the annual Gumball 3000 car rally fast became the 'bucket list' event for the rich and famous - televised on MTV's Jackass and immortalized as a Sony PlayStation video game.

Official partners have included YouTube, Red Bull, Monster Energy, Nike, adidas, Puma, Kappa, eBay, Emirates, MTV, Sony PlayStation, Xbox, Fiat, Nissan, Ray-Ban, T-Mobile, Guess, Betsafe and many more, utilising Gumball 3000 events for brand marketing campaigns, content creation and media exposure.

Gumball 3000 participants and ambassadors include Lewis Hamilton, David Hasselhoff, Tony Hawk, EVE, Bun B, Afrojack, deadmau5, Idris Elba, Usher & many more.

Media Contact: Jessica Mallett | NKPR | jessicam@nkpr.net, 416-365-3630 ext. 231. c: 647-219-2225