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For Immediate Release

Bloor-Yorkville Welcomes the 12th Annual Yorkville Exotic Car Show in Support of Melanoma Canada

Canada's largest luxury car show returns in-person to Bloor St., after two years of being performed virtually, featuring over 100 classic and exotic cars

Toronto, May 19th, 2022 – The Bloor-Yorkville Business Improvement Area (BY BIA) is proud to present the **12th annual Yorkville Exotic Car Show (YECS)**. After two years of performing virtually, YECS will return to Bloor Street this **Father's Day, Sunday, June 19th from 12pm – 5pm**. Expect a red-carpet display of luxury vehicles on Bloor Street (from Avenue Road to Bay Street) in support of **Melanoma Canada (MC)**, formerly Melanoma Network of Canada (MNC). This year, the event will feature classic and exotic cars, including **Corvette, Jaguar, Porsche, Aston Martin, and more**.

"We're thrilled to be rolling out the red carpet again this year on Bloor Street and are proud to host Canada's largest luxury car show for 12 years now, while raising funds for cancer research." says **Briar de Lange, the Executive Director of the Bloor-Yorkville BIA**.

Nine corrals of cars will be on display across Bloor Street, St. Thomas, and Bellair, with highlights of over 100 classic, rare and exotic cars. **Toronto-based graffiti artist**, large-scale muralist, and professional painter **Poser** will be at the event creating a live art installation, auctioning the pieces off on Sunday to raise funds for Melanoma Canada.

"Through our partnership with the Bloor-Yorkville BIA, we've raised over \$420,000 to date for cancer research," says **Phil Downe, Founder and Chairman of the Yorkville Exotic Car Show**. "I'm genuinely proud to look back and notice that the initiative we started 12 years ago is still being successful and, most importantly, raising money for charity."

The highly anticipated event is open to the public and free of charge. Both Bloor-Yorkville and Melanoma Canada will have tents set up on Bloor street to provide the visitors with more information about the event, melanoma research, and to take donations. Visitors are also encouraged to stop by the Bloor-Yorkville tent for a chance to win great prizes.

"Thank you to the Yorkville Exotic Car Show for its incredible support; helping to increase Canadians' awareness of melanoma and skin cancers, the majority of which are preventable cancers with incidence rates on the rise" says **Falyn Katz, Executive Director of Melanoma Canada**. "Through education, awareness programs and patient support services, we provide Canadians with quality information to save



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and improve the lives of those living with melanoma and skin cancer."

Everyone can participate in the show by sponsoring an exotic car that will be on display.

To sponsor a vehicle in the show, visit the Sponsor a Car page at <https://yeecs.crowdchange.ca/>. All nominated cars selected for the show require a minimum \$100 Bronze donation to Melanoma Canada. Help the show achieve the goal of raising 100,000 to help support skin cancer research. Tax-receipts are issued for all sponsorships.

Find us on Facebook, Twitter and Instagram:

@BloorYorkville @YorkvilleECS @Melanomaneetwork#YECS2022

Temporary Street Closure (6:00am – 8:00pm):

Bloor Street (Avenue Road to Bay Street)

St. Thomas Street (Bloor Street to north side of Sultan Street)

Bellair Street (Bloor Street to Critchley Lane)

The Yorkville Exotic Car Show will take place between 12 pm and 5 pm. Parking garages are located throughout the area and the TTC has excellent service to the neighbourhood.

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 Yorkville Exotic Car Show

The Yorkville Exotic Car Show is a federally incorporated not-for-profit organization (# 887079-9). Run by a dedicated team of volunteers, our mission is to be the premier Father's Day event in Toronto's most celebrated neighbourhood of style and culture, while helping Melanoma Canada advocating for improved care and access to new and improved treatment options. For more information visit yorkvilleexotics.com or Like Yorkville Exotic Car Show on Facebook at @YorkvilleECS.

About Melanoma Canada

Formerly Melanoma Network of Canada, Melanoma Canada was founded in 2009 by Annette Cyr, three-time melanoma survivor, in response to a lack of meaningful information and support. The organization quickly became the leading national resource for melanoma and skin cancer patients. Today, Melanoma Canada launches a new brand with a renewed commitment and focus to provide crucial education, prevention programs, and support services for the patient, caregiver, and clinical community. The organization will continue to unite the voice of the melanoma and skin cancer community, advocating for improved care and access to new and improved treatment options.

To book interviews or for more information, please contact:

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