



JUNO Award-Winning Canadian Singer-Songwriter, Chantal Kreviazuk to Headline Holiday Magic in Bloor-Yorkville

On Saturday, November 26th the Bloor-Yorkville BIA hosts the return of Holiday Magic, the kick-off to the holiday season with their annual lighting ceremony and live concert in the Village of Yorkville Park

Toronto, ON, October 13th 2022– On **Saturday, November 26th** from 5:00pm – 7:00pm, the **Bloor-Yorkville BIA (BY BIA)** and **Chantal Kreviazuk** 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 and Canada’s Drag Race judge Traci Melchor**. Returning for the 2022 season, Holiday Magic is a community celebration that will feature an exciting live performance from Chantal Kreviazuk and the annual **“Flick the Switch” Lighting Ceremony** with the **event in support of the Canadian Foundation for Aids Research (CANFAR)**.

Platinum-selling, Grammy and three-time JUNO Award-winning Canadian Singer-songwriter Chantal Kreviazuk will take the stage to deliver an exciting lineup from her latest album **“Get to You”**, along with festive hit singles from her holiday album **“Christmas Is A Way Of Life, My Dear.”** Chantal has written for and collaborated with superstars such as Drake, Pitbull, Christina Aguilera, Carrie Underwood, Kendrick Lamar, and countless others. She is best known for her hit single **“Surrounded”** and **“Feels Like Home”** which has over 34 Million streams on Spotify. Opening for Chantal will be Toronto-based, rising star musician **Jeremie Albino** who expands the boundaries of Americana, folk, and country with his brand of soulful storytelling and kinetic performance. Jeremie is best known for his hit singles **“Been Worryin”** with over 1.7 Million streams, **“Shipwreck,”** and **“Acre of Land.”**

“Bloor-Yorkville is thrilled to announce the return of Holiday Magic, an annual tradition that the community always looks forward to every year. It’s a great evening of live music and the annual lighting ceremony creates a one-of-a-kind kickoff event for the holiday season,” **says Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “We’re excited to have Holiday Magic return again this year, setting the stage for the neighbourhood as a premier destination during the holiday season, all while supporting such an important cause.”

The BY BIA invites the community to the Village of Yorkville Park for this **free outdoor concert, in support of CANFAR** as they transform Bloor-Yorkville with a festive tree and vibrant display of lights. Cash and cheque donations 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.

The Village of Yorkville Park will light up on November 26th along with 138 trees along Bloor Street, illuminating the neighbourhood for the **Holiday Magic season (November 26th – December 31st)**, while creating a unique destination for visitors to shop, dine, and take in the neighbourhood’s art and culture. Additional programming throughout the holiday season includes:

BLOOR YORKVILLE HOLIDAY MAGIC

strolling carolers dressed in Victorian-era costumes on select weekends in December, along with festive **green and red lit Urban Campfire Benches** on Bloor street.

In addition, Bloor-Yorkville continues to celebrate the holiday season with the **Toronto Premier of Fleurs de Villes NOËL** from **December 7th-11th**, a festive self-guided floral trail across the Bloor-Yorkville neighbourhood.

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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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