

**Dreams and Fantasies Come to Life with the 17th Annual Bloor-Yorkville Icefest
in support of Second Harvest**

*Toronto's premier cultural destination showcases over 40 ice creations with 60,000 lbs. of ice
in a winter wonderland transformed by ice and light*

(TORONTO, ON) January 2023 – Celebrate winter with the **17th annual Bloor-Yorkville Icefest** on **Saturday, February 18th** and **Sunday, February 19th** in the Village of Yorkville Park and surrounding area. A **free public event**, visitors can expect a wide variety of **uniquely designed ice sculptures, live ice carving demonstrations, an ice lounge, and an ice wall with projections** throughout the weekend.

This year, the **Dreams and Fantasies theme** will transform the neighbourhood into a reimagined world through one-of-a-kind displays of **over 60,000 lbs. of ice** carved into magnificent sculptures inspired by whimsical castles, unicorns, a princess dress, elegant carriage, dragons, mermaids, and cosmic journeys. Open to the public on **February 18th** and **February 19th from 12 noon – 11pm**, the Village of Yorkville Park and Cumberland Street will be the centre of the Icefest attractions. Follow the **Bloor-Yorkville Icefest Event Map for a Self-Guided Tour** and discover one-of-a-kind ice sculptures dedicated to our reimagined world through dreams and fantasies. Visitors can travel the self-guided Ice Sculpture trail around Bloor-Yorkville during the day and new this year, they can enjoy spectacular **Light Enhancement Sculptures** for night time viewing.

To help those in need, Bloor-Yorkville Icefest will be donating this year's proceeds to **Second Harvest, Canada's largest food rescue organization**, with a dual mission of environmental protection and hunger relief. In 38 years, Second Harvest has rescued over 271 million pounds of healthy food, keeping it out of landfills and preventing 591 million pounds of greenhouse gasses from entering our atmosphere. Donations will be accepted on-site through QR codes placed on event signage linking to an online donation portal, as well as a "click to donate" link on the event microsite. A portion of all sponsorships secured through the Bloor-Yorkville BIA will also be donated to Second Harvest.

"We're proud to continue supporting Second Harvest through Icefest," says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. "Icefest is a unique opportunity for the city to enjoy the winter season outdoors while raising funds for this important cause. We look forward to welcoming the community for another great year."

On **Saturday, February 18th** and **Sunday February 19th** from **noon - 5pm** in the **Village of Yorkville Park**, visitors can view three ice carving demonstrations each day, watching great masterpieces begin to emerge from beneath the picks, chisels, and chainsaws of talented ice carvers from Quebec.

Icefest is presented by the **Bloor-Yorkville Business Improvement Area (BY BIA)** with support from:

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Follow **@BloorYorkville** on Twitter, Instagram and Facebook using the hashtag **#Icefest23**

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 Second Harvest

Second Harvest is Canada's largest food rescue organization and is a global thought leader on perishable food redistribution. We operate at the intersection of hunger relief and environmental protection, tackling food loss and waste through food redistribution, research, awareness, and education, continually innovating and collaborating to ensure a more sustainable planet.

We work with thousands of food businesses from across the supply chain utilizing logistics and technology to reduce the amount of edible food going to waste, thereby diverting unnecessary greenhouse gasses from entering the environment. Our inclusive model ensures this healthy surplus food is redirected to thousands of charities and nonprofits across the country, providing millions of Canadians experiencing food insecurity access to the nourishment they need. Learn more: secondharvest.ca

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