



BLOORYORKVILLE

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For Immediate Release

**Bloor-Yorkville Welcomes the 13th Annual Yorkville Exotic Car Show
in Support of Melanoma Canada**

Toronto, May 8, 2023 – The Bloor-Yorkville Business Improvement Area (BY BIA) is proud to present the [13th annual Yorkville Exotic Car Show \(YECS\)](#). YECS will return to Bloor Street on **Father's Day, Sunday, June 18th from 12pm – 5pm**. Visitors can expect a red-carpet display of luxury vehicles on Bloor Street (from Avenue Road to Bay Street) in support of [Melanoma Canada \(MC\)](#). This year, the event will be **hosted by Global News Anchor Alan Carter**, and will feature an exciting line-up of both classic and exotic cars, including a **Corvette, Jaguar, Polestar, McLaren, Porsche, Ferrari, Lamborghini, Aston Martin** and **more**.

"We're thrilled to be rolling out the red carpet for a 13th year on Bloor Street, and to host Canada's largest luxury car show while raising funds for cancer research." says **Briar de Lange, the Executive Director of the Bloor-Yorkville BIA**. "Visitors of this year's Yorkville Exotic Car Show can expect an extensive line-up of both classic and exotic cars, alongside exciting musical performances."

Nine corrals of cars will be on display across Bloor Street, St. Thomas, and Bellair, with highlights of over **85 classic and exotic cars**. Attendees this year can expect a **special performance from Canadian singer, Karl Wolf**, as well as **street performances from local musicians James Brown Trio, Evaristo, Charlotte McAfee and her Fireflies** and **River North**, while strolling down Bloor Street. 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 West to provide visitors with more information about the event and melanoma research. This year, Melanoma Canada's **Mole Mobile** will be on-site offering free skin cancer screening (The first Mobile Skin Cancer Screening Unit in Canada). Visitors are encouraged to make donations through the QR codes on-site and to stop by both tents for a chance to win some amazing prizes including a **new 2023 Nissan Kicks**, and an **all-inclusive vacation courtesy of Nissan and ClubMed**.

"Melanoma Canada is proud to host the 13th annual Yorkville Exotic Car Show to help raise funds and awareness for the melanoma and skin cancer community. One in three Canadians will face skin cancer in their lifetime, and sadly four die each day from melanoma, the deadliest form of skin cancer. Incidence rates are rising in Canada but we can change that." says **Falyn Katz, Chief Executive Officer of Melanoma Canada**. "Eighty-five percent of skin cancers are caused by harmful UV rays from the sun



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and tanning beds and lamps. By educating Canadians on the importance of sun safety and encouraging them to wear sunscreen the way they wear seat belts, we can save lives. We are grateful to the Bloor Yorkville BIA, Platinum Cars, and all show sponsors and supporters for their commitment to the show and our cause.”

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://yecscrowdchange.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 120,000 to help support skin cancer research. Tax-receipts are issued for all sponsorships.

Find us on Facebook, Twitter and Instagram:

@BloorYorkville @YorkvilleECS @Melanomaneetwork #YECS2023

Temporary Street Closure (5:30am – 8:30pm):

- *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 Melanoma Canada

Melanoma Network of Canada (formerly Melanoma Network of Canada) is the leading national organization dedicated to the elimination of melanoma and skin cancer. Through patient, caregiver, and physician education and public awareness, our goal is to reduce the incidence of the disease and improve overall patient outcomes. Melanoma Canada offers patient and caregiver support services to those newly diagnosed, and helps those affected navigate their cancer journey by way of Certified Patient Care Specialist and Cancer Coach, Peer2Peer Support Programs, and Group Support Services.

Website: www.melanomacanada.ca

To book interviews or for more information, please contact:

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