

**For immediate release**

**Toronto Invites Visitors to Discover its Urban Winter Wonderland**

Toronto, ON (October 14, 2010) – With spectacular shows, countless shopping opportunities, outdoor skating rinks and top-notch restaurants, Toronto transforms into an urban winter wonderland and a great getaway during the holiday season.

The city is abuzz with the holiday spirit offering cultural, culinary and magical adventures only a global city like Toronto could. Visit [www.seetorontonow.com](http://www.seetorontonow.com) for an insider's guide to staying in Toronto, which includes a calendar of exciting events, theatre performances, shopping destinations and hotel deals.

This season's upcoming highlights include:

**Theatre and Performing Arts**

Start the holiday season by attending an inspiring performance at one of Toronto's stages, such as **A Christmas Carol** from December 6 - 30 at the Young Centre for the Performing Arts. **The Nutcracker**, Toronto's favourite seasonal classic, runs from December 11 – January 2 at the Four Seasons Centre for the Performing Arts. For a unique theatre experience, **Dr. Seuss' How The Grinch Stole Christmas! The Musical** comes to life at the Sony Centre for the Performing Arts on December 17 - January 2. Otherwise, catch the rock musical everyone's talking about before it's over. **Rock of Ages** finishes its run on December 18 at the Royal Alexandra Theatre. Catch the Toronto debut of **Priscilla Queen of the Desert – The Musical** at the Princess of Wales Theatre for its limited engagement October 12 – November 28. Brampton's Rose Theatre offers the spectacular musical version of Charles Dickens' A Christmas Carol with **Scrooge! A Christmas Musical** running December 16 - 19.

**Festivals and Events**

On November 27, Toronto's 44<sup>th</sup> annual **Cavalcade of Lights** returns to Nathan Phillips Square with the lighting of Toronto's official Christmas tree, live music performances and a spectacular fireworks display. The annual **Santa Claus Parade** is a holiday tradition that draws a crowd of over half a million people. The longest running children's parade will march through Toronto's streets on November 21. Yonge-Dundas Square will be the epicenter of Toronto's holiday enchantment with **Winter Magic**, which celebrates the season with holiday lighting in the square, festive window displays and events all season long. This year **Winter Magic** includes **Buskertainment** throughout Downtown Yonge. From November 12 through to December 19, Buskers of all kinds - caricature artists, steel drums, stilt walkers, illusionist and more- are set to entertain.

**Queen's Quay Terminal at Harbourfront**

207 Queens Quay West, Suite 405, Toronto, ON, CANADA M5J 1A7

Tel: 416-203-2600 • Fax: 416-203-6753

Visitor Info: 416-203-2500 • Toll-Free Visitor Info: 1-800-363-1990

Website: [www.seetorontonow.com](http://www.seetorontonow.com)

## Attractions

The **Royal Agricultural Winter Fair**, the world's largest indoor agricultural, horticultural, canine and equestrian event, returns November 5 – 14 at Ricoh Coliseum in Exhibition Place. **Tim Burton** exhibition and retrospective, organized by MoMA, opens at the TIFF Bell Lightbox on November 26. The major exhibit explores Burton's creative vision through more than 700 drawings, sculptures, maquettes, videos and sculptural commissions. Embrace the city's most magical season by ice-skating on **Nathan Phillip Square** and **Harbourfront Centre** iconic outdoor rinks. Both rinks provide on-site skate rentals. Discover something different at one of Toronto's many museums and galleries, such as the **Chinese Blue and White Porcelain and Its Impact on the World** exhibit at the **Gardiner Museum**. Visitors can enhance their experience by visiting their amazing gift shop and café by celebrity chef Jamie Kennedy. Don't miss your chance to witness one of the greatest archaeological discoveries in history! **The Warrior Emperor and China's Terracotta Army** has achieved record attendance levels while on display at the ROM and runs until January 2, 2011. **Maharaja: The Splendour of India's Royal Courts** starts its engagement on November 20 at the Art Gallery of Ontario. Trace the origins of the world's most fascinating mythological creatures with the new exhibit **Mythic Creatures: Dragons, Unicorns & Mermaids** at the Ontario Science Centre.

## Holiday Shopping

Toronto's **One of a Kind Christmas Show and Sale** offers a range of unique, handmade gifts from over 800 artisans and designers. All crafts and products will be on sale from November 25 - December 5 at the Direct Energy Centre in Exhibition Place. The historic **Distillery District** is truly a magical place to shop, dine and stroll along the cobblestone streets, especially during this year's European-styled **Toronto Christmas Market**. From December 3 –12, this shopping destination boasts unique gifts, one-of-a-kind shops, live entertainment and European specialties. **Holt Renfrew** and **The Bay** inspire the holiday shopping spirit with extraordinary seasonal window displays, while providing an exceptional retail experience. As December approaches, Toronto's neighbourhoods are set aglow with lights and filled with shoppers. Vibrant holiday shopping destinations include: **Yorkville's** luxury boutiques, **Queen West** for young and style-conscious fashion, **Streetsville's** charming antique shops, **Unionville's** variety of specialty boutiques, the fashions and collectibles of **the Beaches**, and **Brampton's** wide range of boutique and mall shopping. The Greater Toronto Area also provides holiday shoppers with a profusion of stores at two of Canada's largest malls, **Vaughan Mills** and **Square One**.

## **About Tourism Toronto**

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Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to strategically sell and market the Greater Toronto Region as a remarkable destination for tourists, convention delegates and business travelers around the globe. For more information please visit [www.SeeTorontoNow.com](http://www.SeeTorontoNow.com).

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