

## **VISION FOR TORONTO NETS AWARD FOR MAPLE LEAF SPORTS & ENTERTAINMENT**

**TORONTO (June 26, 2012)** – At their Annual General Meeting, Tourism Toronto and the Greater Toronto Hotel Association (GTHA) presented Maple Leaf Sports & Entertainment (MLSE) with the 2012 Presidents' Award. Bob Hunter, Executive Vice President, Venues & Entertainment for MLSE, accepted the award that recognizes MLSE's ambitious vision that has brought exciting developments to the city such as Air Canada Centre, Maple Leaf Square—which includes the venues Real Sports Bar & Grill and e11even—and joins investments such as BMO Field.

"I want to thank Tourism Toronto and the Greater Toronto Hotel Association for this tremendous honour," said Hunter. "The Presidents' Award is a testament to MLSE's focus and commitment to being a city builder and continuing to create new developments and a stage that supports attracting people to our wonderful, world-class city. I share this honour with my colleagues who have played a significant role in developing the vision for our many venues."

The award, presented by Tourism Toronto President and CEO, David Whitaker and Terry Mundell, President and CEO of the GTHA, is given each year in recognition of an organization that helps raise Toronto's profile and adds new experiences for visitors.

"Maple Leaf Square has become a dynamic hub in the continued Bremner Boulevard redevelopment, creating a new entertainment heartbeat in the centre of the city," said David Whitaker. "Destinations rely on business and cultural leaders to develop new attractions that keep visitors excited about Toronto and returning for fresh experiences. Maple Leaf Square is a great example of this."

Past recipients include CTV for its "My Toronto Is..." campaign; Scotiabank for its support of a wide range of community events such as Nuit Blanche, the Waterfront Marathon and Caribbean Carnival; David Peterson and the Pan Am Bid Team; and, last year, Kuwabara Payne McKenna Blumberg Architects for developments such as TIFF Bell Lightbox and Royal Conservatory/Koerner Concert Hall.

Also announced by Tourism Toronto at its annual meeting was the news that in 2011 Toronto received 10 million overnight visitors, resulting in 4.6 billion in spending which contributed to 227,600 people being employed in the tourism and hospitality sectors. As well, Tourism Toronto reported that for the first time in five years U.S. visitor numbers were up, reaching 2.01 million.

### **About Tourism Toronto**

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to sell and market the greater Toronto region as a remarkable destination for tourists, convention delegates and business travellers around the globe. Tourism Toronto operates in partnership with the Ontario Ministry of Tourism, Culture and Sport as Regional Tourism Organization 5. For more information please visit [www.seetorontonow.com](http://www.seetorontonow.com).

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