



WHAT'S NEW IN TORONTO, CANADA – SUMMER 2011

We're here if you have any questions:

Tourism Toronto Media Relations:

Tel - 416.203.2600

Fax - 416.203.6753

Email - media@torcvb.com

Web – www.SeeTorontoNow.com

TORONTO, CANADA (May 25, 2011) – Toronto's summer line-up is hotter than ever with events, festivals, theatre and dining! It's all about going green as the city gets environmentally-friendly this season. Join us in welcoming new attractions, buildings and restaurants that add modern flair to this city! Whether you're single, married or a family, be entertained with award-winning Broadway shows, exhilarate your senses with top Toronto chefs at some of the hottest restaurants or walk, cycle or jog through Toronto's green spaces.

This summer, the CN Tower's new Edge Walk – experience a view of the city like no other as you soar from the top of tower. Go green with the city's new Bixi bike system, an inexpensive and environmentally-friendly way to shop, dine, and experience. Read on and find out the updates on the latest news in Toronto or visit www.SeeTorontoNow.com. Don't forget to request a copy of Tourism Toronto's newly released Toronto Magazine 2011 (<http://seetorontonow.com/insider/MagazineRequest.aspx>) featuring compelling editorial, rich photography and thoughtful perspectives on Toronto.

ATTRACTIONS & TOURS

Canada's National Tower is opening its new extreme attraction, **EdgeWalk** at the CN Tower. The first of its kind in North America, EdgeWalk is the world's highest full circle hands-free walk on a 5 ft (1.5 m) wide ledge encircling the top of the CN Tower's main pod, 356 metres, (1168 ft , 116 stories) above the ground. This adrenalin-fueled experience will allow thrill seekers to walk the edge of one of the world's greatest man-made wonders beginning summer 2011. Adventure lovers will walk "hands-free" in groups of six to eight, while attached to an overhead safety rail via a trolley and harness system. Trained EdgeWalk guides will encourage visitors to push their personal limits, allowing those who dare to lean back over Toronto, with nothing but air beneath them. Everyone who meets the stipulated requirements (height and weight parameters)



will be welcome to experience these breathtaking open-air views of Toronto and Lake Ontario. www.cntower.ca

This summer, **Toronto International Film Festival** is featuring Federico Fellini's genius to Toronto. **Fellini: Spectacular Obsessions** is TIFF's new exhibition, running from June 30 to September 18, 2011 at TIFF Bell Lightbox. The exhibition offers a playful and informative look at the great themes in Federico Fellini's work, his obsessions, passions and his creative process. There is a particular emphasis on how the filmmaker introduced the world to the idea of celebrity by drawing inspiration from pop culture and incorporating it into his work. It premiered at Jeu de Paume, Paris, 2009 and was also presented at MAMbo, Museo d'Arte Moderna di Bologna in 2010. www.tiff.net

The Royal Ontario Museum (ROM) presents the North American debut of **Bollywood Cinema Showcards: Indian Film Art** from the 1950s to the 1980s, a visual journey through the history of Bollywood advertising. Organized by the Institute for Contemporary Culture (ICC) at the ROM in collaboration with the Hartwick Collection, Bollywood Cinema Showcards will be on view from June 11 to October 2, 2011. Bollywood Cinema Showcards embodies the quirky and colourful style of India's cinematic culture with a display of rare, vintage showcards – colourful hand painted photo collages commissioned to advertise the release of Bollywood films, originally exhibited in display cases outside cinema theatres. The exhibition features over 120 works of art, including 77 showcards from the private collection of Angela Hartwick and a selection of posters, lobby cards and film booklets from the ROM's permanent collection. www.rom.on.ca

New this summer, the free **Waterfront Bus Shuttle** developed by The Waterfront BIA in partnership with Ontario Place is designed for visitors and residents to easily explore all that the Toronto Waterfront has to offer by providing a direct shuttle from key waterfront hotels, shopping, dining and attractions to and from Union Station and Ontario Place. The free Waterfront Bus Shuttle will operate between the hours of 10:00am and 7:00pm, seven days a week from May through to October, making stops at each location approximately every half hour. Carrying up to 30 people (21 seated) with ample interior storage room for strollers and shopping bags plus a bicycle rack on the front of the bus, the free Waterfront Bus Shuttle starts at Union Station (south entrance at Maple Leaf Square) with stops along Queens Quay West at the Radisson Admiral Hotel, Queen's Quay Terminal and Westin Harbour Castle enroute to Ontario Place. www.waterfrontbia.com

See for yourself why the **Air Canada Centre** stands as one of the modern marvels of the sports world. Since it opened in 1999, an astonishing 28 million people have flocked to the corner of Bay and Lakeshore to witness more than 2,000 live sporting events and concerts. For one memorable hour, you can walk the same halls as the Toronto Maple



Leafs and Toronto Raptors as well as the entertainment world's greatest stars, from Bon Jovi to Madonna. You'll get exclusive entry into areas not open to the public during events. Experience inside the visitors' dressing room, Canada Post Heritage wall, Molson Coors Brewery, Foster Hewitt Media Gondola, a trip to an Air Canada Centre luxury box and much more! After you've seen the inner sanctum of some of your favourite sports heroes, you'll get your chance to take home some bragging rights. Put yourself on the players' bench in a simulated photograph with either the Leafs or Raptors. Tell friends and family that you finally made it to the big time and then bring out your photograph to prove it. www.torontotours.com

Mariposa Cruises has transformed Captain Matthew Flinders following a spectacular one quarter of a million dollar renovation! Stunning from bow to stern, the majestic flagship is the largest and grandest of all ships in Toronto. The Flinders' new interior colour palette showcases her classic nautical beauty through 144 ft of unparalleled luxury. Her original custom build now reflects a more transitional style, featuring a bright and welcoming entrance foyer with warm wall panels, lush wool carpeting in rich indigo hues, classic marine striped valances and stunning bronze-flecked quartz counters compliment the Tasmanian myrtle hardwood bars. The Flinders' interior is lit with clean white lighting using the latest environmentally conscious marine LED technology, giving her the smallest carbon footprint of any vessel of comparable size in Western Lake Ontario. www.mariposacruises.com

The **Tour Guys** are back this summer and have more "free" to offer! Their new Toronto Urban Adventure called "Toronto Highs & Lows" runs from Yonge and Dundas, down to the waterfront and up to the CN Tower and Steam Whistle Brewery. It covers both the physical highs and lows (subways and skyscrapers) but also the emotional highs and lows (triumphs and tragedies) Toronto has seen over the years. The tour is kid-friendly, accessible and great for both visitors and locals alike who want to learn a little more about Toronto's core. www.tourguys.ca

HOTELS

Towering over 900-feet above the city, **Trump International Hotel & Tower Toronto**® will open its doors in Summer 2011. The luxury hotel, Trump Hotel Collection's first in Canada, will feature 261 well-appointed, rooms and suites. Highlights of the hotel's amenities include a two-floor, full service spa and over 12,000 square-feet of state-of-the-art meeting and event facilities. Dining at Trump International Hotel & Tower Toronto will be a world class culinary experience. The 31st floor will be home to an intimate, formal dining room. In-room dining is also available around the clock, and with advance notice, an in-room



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chef can be arranged to prepare culinary specialties in a guest's kitchen and present the gourmet meal course by course. www.trumptorontohotel.com

The **Holiday Inn Express Toronto North York** has re-launched with new modern signs to welcome you upon arrival. Its new scent machine and soft music in the lobby relaxes the most stressed traveler upon entering. Triple white sheeted beds and new pillows invite you to relax and enjoy a good night's sleep. Enjoy an invigorating and energizing shower with our new showerheads and then enjoy the warmth of brand-new fluffy cotton towels. After a good night's sleep, start your day than with complimentary hot breakfast buffet that includes a new and improved menu, including its new 45 second pancake maker. www.hiexpress.com/yyz-northyork

Victoria's Mansion Guest House has continued to make this lovely guest house feel as authentically "Victorian" as possible, including renovations such as hardwood flooring and Victorian runners along the hallways and stairs. Also, dark paneling has been replaced with beautiful white wainscoting to give the hallways a truly Victorian feel as well as generally making the environment much lighter and brighter! At a cost of approximately \$50,000 to complete these renovations, Victoria's Mansion is truly a charming and affordable place to stay while in Toronto—a lovely alternative to conventional hotel accommodation! www.victoriasmansion.com

RESTAURANTS

One of Toronto's biggest patios at **Jacks Astors** on John Street is renovating for what promises to be a very memorable summer. The new multi-level patio can comfortably offer dining and bottle service for up to 200 guests. A new upper lounge area with chic couches is perfect those who want to be seen and enjoy their bottle service as well. Those who want to be close to the action and have front row seats to watch Toronto's best bartenders will enjoy the new outdoor bar will feature state of the art Audio Visual including flatscreen TVs. The back patio will be transformed into an intimate lounge area where the sounds of the DJ spinning every night of the week will put everyone in the mood. jacksjohnnevents@sircorp.com

GREEN INNOVATION



What's New

See everything Toronto has to offer from our world famous **EcoCabs!** Driven and narrated by your very own Driver Guide, these unique pedal-powered bicycles will allow you to see Toronto at your own speed and only visit the attractions you choose. EcoCab city tours are fun, friendly and fuel-free making them a great experience and good for the environment as well. Be green and seen, as you ride through Toronto's diverse neighbourhoods, popular attractions and amazing shopping, restaurants and events all from the comforts of your very own EcoCab. www.ecocabtours.com

The **City of Toronto** and the **Public Bike System** launched the **BIXI Toronto** program with 1,000 bikes, 80 BIXI stations and 1,500 docking points in Toronto's downtown core. Designed to complement public transit, the BIXI bikes are intended to be used for one-way trips of less than 30 minutes. BIXI bikes can be picked up or dropped off at any of the 80 downtown bicycle docking stations 24 hours a day, seven days a week. Regular users of the system can purchase a pass for periods of time ranging from one month to one year and will receive a BIXI key. Members can use their BIXI key to take out a bike at any station in the network. Non-members can purchase a 24-hour pass. There is no trip fee if the bicycle is returned to a bike station within 30 minutes. <http://toronto.bixi.com>

The **Toronto Transit Commission** unveiled a new customer service program this season. As part of the new program, select downtown subway stations will now have information kiosks and summer student "station ambassadors" to help tourists during the summer months. Information on trip planning, maps and transit delays will be provided. Seven stations along the Yonge and University lines will be implemented into the program. The program will operate seven days a week, from 9 a.m. to 6 p.m. www.ttc.ca

THEATRE

Presented by a collaboration of international partners including **Mirvish Productions**, Toronto has a spanking new theatrical venue for the North American premiere of a London smash-hit play. **The Roundhouse Theatre**, a state-of-the-art, site-specific venue located adjacent to the historic Roundhouse in downtown Toronto, was custom built for *The Railway Children*, which began performances in May 2011. This new 1,000-seat venue is located at **Roundhouse Park**, steps from the CN Tower and the Rogers Centre, and within walking distance of the restaurants and attraction of Toronto's Entertainment District. Roundhouse Park, home of the Toronto Rail Heritage Centre, features fun and lively new "museum" attractions maintained by the Toronto Railway Historical Association. Built around an old railway turntable, the park has original water and locomotive cooling towers, an historic railway station, a collection of working steam and diesel locomotives



and even a miniature passenger-carrying steam train. Roundhouse Park brings back the thrilling sights and sounds of Toronto's colourful railroading past, making it the perfect place to stage *The Railway Children*. www.railwaychildren.ca, www.mirvish.com

Dancap Productions Presents Dolly Parton's Tony and Grammy nominated production of *9 to 5*. Based on the 1981 film of the same name, *9 to 5* is the story of three unlikely office friends who conspire to take control of their company, and learn there's nothing they can't do – even in a man's world! A hilarious musical about getting credit and getting even, this musical is for anyone on the job from nine to five! www.dancaptickets.com

PLACES & VENUES

The Student Learning Centre will provide **Ryerson** students with an outstanding environment to study, collaborate and discover. The stunning new building will be a transformative, bold development and an important step forward in city building. Designed by the acclaimed international architectural team of Zeidler Partnership Architects of Toronto and Snøhetta of Oslo, Norway and New York City, the building has a targeted completion date of Winter 2014. The eight-storey Student Learning Centre boldly marks Ryerson's new face on Yonge Street. It will feature a dazzling glass facade, a welcoming elevated plaza, a bridge to the existing library and a range of academic, study and collaborative spaces for Ryerson's students, faculty and staff. Yonge Street frontage will feature destination retail at and below grade, creating a prominent commercial facade.

The Wineries of **Niagara-on-the-Lake** are now 26 strong, with the addition of Colaneri Estate Winery, The Ice House Winery, PondView Estates Winery and Riverview Cellars Estate Winery. With the exception of Riverview, a family owned and operated winery, housed in a heritage fruit stand, which has been a fixture on the Niagara River winery scene for some time now, each of the new member wineries are also rather new additions to the Niagara-on-the-Lake winery neighbourhood. Colaneri and PondView both opened their doors to the public in 2010 and the Ice House in 2009. Colaneri is housed in a tremendously grand winery built in the Romanesque style and gives guests the chance to take in the panorama of Niagara-on-the-Lake wine country. PondView gives visitors a distinct sense of being welcomed to the winery by family and boasts one of the most impressively long tasting bars in Niagara-on-the-Lake. The Ice House is the only winery in Niagara-on-the-Lake that makes only Icewine. Summer guests can beat the heat with one of their famous N'Icewine Slushies. www.notl.org



MUZIK continues to reinvent and captivate, always exceeding expectations and setting the highest standards in sophistication and superior quality of service that is the hallmark of the MUZIK experience. Ideal for your Outdoor Summer Function, the MUZIK Garden expands over 15000 square feet of outdoor licensed patio space, allowing for a capacity of over 5000 guests with the ability to set up customized bars, patio platforms, tents and cabanas. Luxuriate and mingle in the resort like setting, complete with spectacular water display or enjoy a tantalizing adventure in sumptuous cuisine. Equipped to host groups ranging in size from 100 to over 3000, MUZIK's interior space of 15000 square feet houses Millions of Dollars in state of the art Lighting, Sound and Sexy Cool Lounge Suites ideal for VIP hosting. The grandeur of the 70 ft. high glass domed ceiling offers a striking feature to the already opulent décor. MUZIK is a uniquely innovative event and entertainment venue in the city, fusing classic architectural charm together with modern magnificence. www.MUZIKclubs.com

Sherway Gardens is welcoming the first **LEGO** brand store to Canada! Children and families will be able to experience first-hand and hands-on the creativity and imagination that goes into LEGO building and be inspired by the over 4 million LEGO bricks that are in the store at any given time. The store raises the bar in kid-chic design, innovative displays and consumer-friendly play areas to deliver an engaging, entertaining and fun experience for families. LEGO stores house wall-to-wall product amidst three key design components. The "Pick A Brick Wall", by far the hottest store feature, offers the option to purchase specific LEGO bricks and elements in a variety of colors and shapes in bulk. The "Living Room", an interactive play area prominently positioned in the center of the store, gives consumers a chance to get "hands-on, minds-on" with LEGO products, view out of the box displays or just take a break from shopping. Finally, a "Brand Ribbon" runs the circumference of the store, featuring LEGO model displays, company history and fun facts to entertain guests. Guests will find a full selection of LEGO products and branded merchandise for children ages 2 and up, including all-new NINJAGO construction sets, hot new products in the award-winning CREATOR and CITY lines, new characters from the best-selling HERO FACTORY story line, and LEGO DUPLO® sets for preschoolers, including Fire and Zoo themes. www.sherwaygardens.ca

All Star Interactive has a new event venue, "The Danforth Suite." This \$650,000 one-of-a-kind second floor bowling alley venue with 12 lanes ensures total privacy for guests. Cozy lounge chairs and couches, rich dark colours with commissioned Canadian contemporary art in the suite provides 2,000 square feet of luxury and elegance for visitors. Large screen TVs above the lanes, wi-fi internet access and surround sound fill the room with any choice of music. The Danforth Suite is the perfect environment for Team Building, Strategy Meetings, Training Sessions, and so much more. The service team and dedicated onsite event planners are ready to assist with every aspect of an event's needs. All Star Interactive has partnered with some of Toronto's top caterers to



ensure guests the finest culinary creations Toronto has to offer. Each caterer offers a special menu to choose or you can create your own.

Ontario Spring Water Sake Company, Toronto's first Japanese sake brewery, located at the heart of the **Distillery District**, opened this spring. including a traditional koji-muro, a "magical sauna-like room," where rice is inoculated with the kojimould spores required to create alcohol. The brewery will also house a retail shop and a tasting bar, where fresh-pressed sake will be made available for Distillery District-goers on a weekly basis. A variety of different sakes, including nigori (sweet and cloudy due to being partially filtered), genshu (undiluted and potent at around 20 per cent alcohol) and traditional junmai, both pasteurized and unpasteurized, will be brewed for sale in restaurants and, potentially, at the LCBO. As www.thedistillerydistrict.com

CITY NEWS

The **Toronto Parking Authority** exists to provide safe, attractive, self-sustaining, conveniently located and competitively priced off-street and on-street public parking as an integral component of Toronto's transportation system. The TPA recently submitted an entry for the 2011 International Parking Institute Awards of Excellence Competition to showcase the Zhong Hua Men Archway at its 38-space parking lot. Is the first and only one of its kind in Toronto; Symbolizes the importance of Chinese history, culture and business successes in both Toronto and across Canada; and incorporates multiple Chinese graphics, symbols and engraved messages of goodwill and wisdom including a mural commemorating the nearly 17,000 Chinese workers who helped build the trans-national Canadian railway between the years of 1880 and 1885.

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 and Culture as Regional Tourism Organization 5. For more information please visit www.seetorontonow.com.

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