

Toronto Teems With Culture, Creativity and Character in Summer

Toronto (March 29, 2010) – This summer, visitors to Toronto will enjoy a multitude of festivals, events, and new attractions. Whether it's hiking through Toronto's scenic trails or shopping districts, Toronto is the perfect place to visit this summer.

With an exciting calendar of events, theatre performances, sports action and hotel information, www.SeeTorontoNow.com is the one stop shop to customize a great summer getaway in Toronto.

Festivals and Events

Toronto celebrates art, culture and diversity like no other city. Embrace the colour, spirit and traditions of the festivals and events that light up Toronto with vibrant entertainment year round, but especially in the summer.

Fans of photography will enjoy **CONTACT**, an annual month-long festival of photography that is a must-see this May. Only in Toronto will you find more than 1,000 local, national and international photo works across the city. From April 29 – May 9, experience captivating documentaries at **Hot Docs: Canadian International Documentary Festival**. June 11-20, **Luminato - Toronto Festival of Arts and Creativity** brings together art, theatre, film, dance, music and literary events to by both local and international artists. On July 31, take to the streets and jump up with **Scotiabank Caribana Festival**, a vibrant celebration of Caribbean culture and the largest events of its kind in North America.

The **North by Northeast Music and Film Festival (NXNE)** is Canada's #1 showcase for the best new music and music-related films for five days and nights (June 16-20). Groove from June 25 – July 4 to the sounds of jazz at the TD Canada Trust **Toronto Jazz Festival**. Experience local and international vocalists, musicians and ensembles. From August 26-29, Toronto is home to **Buskerfest**, Ontario's largest street performer's festival. And of course, nothing beats the glitz and glamour of **The Toronto International Film Festival (TIFF)**. September 9 – 18, Toronto hosts international film star power, from acclaimed directors to A-list actors, the city is abuzz with new film production and extravagant after parties.

(more)

From May 29-30, see more than 150 buildings of architectural, historic, cultural and social significance open their doors to the public for **Doors Open Toronto**. **Pride Week** in Toronto (June 25 - July 4) is out of this world! One of the largest PRIDE PARADES in North America, the community proudly unites to discover, celebrate and express love for our partners, our communities, and ourselves. Try some of Toronto's most raved about dishes from our world-renowned chefs at our annual **Summerlicious** events taking place July 2-18. See the hottest international and local comedians on stages across the city at the **Just for Laughs Festival**, July 6-11. **Honda Indy Toronto** returns July 16- 18, offering a chance to witness high stakes racing on Toronto's fastest street circuit. From mouth-watering Greek cuisine to Thai and Indian dishes, **Taste of the Danforth** Festival is an anticipated summer event on August 6-8. While you're here, see the best in men's tennis at the **Tennis Canada's Rogers Cup** at York University August 7-15.

Attractions

This summer, experience Toronto's unforgettable attractions. From exciting theme parks and incredible zoos to spectacular gardens and festivals, attractions in Toronto offer a daily adventure.

Visit the **Toronto Zoo** and its award-winning Tundra Trek, an awesome Arctic experience, home to polar bears, Arctic wolves, Arctic foxes, snowy owls, reindeer and snow geese. Back by popular demand, Sharks at Stingray Bay-A Touching Experience returns to the zoo in May. Marvel at The Warrior Emperor and China's Terracotta Army commencing in June at the Royal Ontario Museum. The exhibition showcases one of the most significant archaeological finds in history: the 1974 discovery of thousands of life-sized terracotta sculptures of Chinese warriors. Brush up on your science at the **Ontario Science Centre**, a world leader in science exhibitions and programs. See the Canadian premier of the **Harry Potter Exhibit** and explore the science behind potions and mythical creatures.

Theatre and Performing Arts

Toronto's stages showcase a diverse range of performing arts – from the Toronto Fringe Theatre Festival to Tony Award-winning plays, lavish Broadway-style musicals and inventive opera and ballet productions. This summer, when the curtain comes down, Toronto gets a standing ovation.

Rock 'n roll all night with the Canadian premiere of Broadway's rock musical, **Rock of Ages**, coming to the grand Royal Alexandra Theatre this April to June. The chart topping musical **Mama Mia** will return to Toronto's Princess of Wales Theatre. If you can't get enough of theatre, then stick around at the Princess of Wales for **Legally Blonde: The Musical**, as it makes its Canadian debut in July.

(more)

If you'd like to see the next Broadway spectacular for not-so-Broadway prices then the **Toronto Fringe Theatre Festival** is the place to be this summer. The Fringe is Toronto's largest theatre festival featuring over 150 productions across the downtown core. Don't miss the **Worldwide Short Film Festival** in June offering films in many languages across numerous genres.

From comedy festivals to jazz ensembles, whatever your fancy, Toronto's summer line up captures the spirit of every neighbourhood in this dynamic city. www.SeeTorontoNow.com is the one-stop-shop to plan a great visit in Toronto. Follow Toronto on Facebook and Twitter at: www.facebook.com/visittoronto and twitter.com/seetorontonow.

About Tourism Toronto

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 travellers around the globe. For more information please visit www.SeeTorontoNow.com.

- 30 -

For more information, please contact:

Media Relations General Inquiries
Email: media@torcvb.com