



BLOOR-YORKVILLE.COM



For Immediate Release

The 6th Annual Yorkville Exotic Car Show Returns to Bloor-Yorkville in Support of Prostate Cancer Canada

Toronto's premier luxury car show returns to Bloor Street this Father's Day with a red carpet display of over 100 examples of classic and exotic cars

Toronto, May 2016 – The **Bloor-Yorkville Business Improvement Area (BY BIA)** is proud to present the **6th Annual Yorkville Exotic Car Show** taking place on **Sunday, June 19th, 2016**. Between noon and 5pm, a red carpet display of luxury vehicles will roll out on the 'Mink Mile' of Bloor Street with over 100 examples of classic and exotic cars including **Porsche, Ferrari, Lamborghini, Acura, Super Cars, Aston Martin** and more, all in support of **Prostate Cancer Canada**.

"The Yorkville Exotic Car Show is a perfect way to spend Father's Day with family and friends," says **Briar de Lange, Executive Director of the Bloor-Yorkville Business Improvement Area**. "We're thrilled to continue this annual neighbourhood tradition where car enthusiasts of all ages can come out and enjoy this unique event in support of an important charitable cause."

Among the 11 Corrals of cars on display this year, the Yorkville Exotic Car Show will debut the '**LaFerrari**', the newest sports car from luxury Italian manufacturer Ferrari valued at over 2 million dollars. Other highlights include the **2017 Acura NSX**, a **Lamborghini Aventador**, an **Aston Martin Vanquish**, an iconic **1965 Shelby Cobra**, a **Porsche 911 GT3 RS** and the **new 2016 Mustang Shelby 350GT**.

"Raising over \$155,000 for Prostate Cancer Canada to date, we're pleased to return to Bloor-Yorkville and continue our partnership with the Bloor-Yorkville BIA," says **Phil Downe, Founder and Chairman of the Yorkville Exotic Car Show**. "Continuing with our mission to foster goodwill among fellow sports car clubs, we're bringing together southern Ontario's best car clubs for this one-of-a-kind Father's Day event."

Car enthusiasts and participants can sponsor one of the exotic cars that will be on display at the show with proceeds going to Prostate Cancer Canada. To sponsor one of these high-end showpieces, visit the Sponsor a Car page at www.YorkvilleExotics.com. The name of the sponsor will be displayed on the car plaque at the event and on the website.

This highly anticipated event is **open to the public and free of charge**, however visitors are encouraged to bring a Toonie and drop it in the Prostate Cancer Canada donation barrels at various locations throughout the event.

Find us on Facebook, Twitter and Instagram:

@BloorYorkville @YorkvilleCars #YECS2016

Temporary Street Closure (6:00am – 8:00pm):

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 noon 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](https://www.facebook.com/BloorYorkville).

About Yorkville Exotic Car Show

The Yorkville Exotic Car Show is a federally incorporated not-for-profit organization (# 887079-9). Run by car enthusiasts, our mission is to promote goodwill among fellow sports car clubs and assist in fundraising for Prostate Cancer Canada. For more information visit yorkvilleexotics.com or follow Yorkville Exotic Car Show on twitter at [@YorkvilleCars](https://twitter.com/YorkvilleCars).

About Prostate Cancer Canada

Prostate Cancer Canada raises funds for the development of programs related to awareness and public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer. For more information visit prostatecancer.ca or check our Twitter account at [@ProstateCancerC](https://twitter.com/ProstateCancerC) or Facebook at Prostate Cancer Canada.

To book interviews or for more information, please contact:

Bunmi Adeoye NKPR | (416) 365-3630 x. 226 | bunmi@nkpr.net

Nathan Marchio NKPR | (416) 365-3630 x. 243 | nathan@nkpr.net