



8TH ANNUAL
Beautylicious
OCTOBER 20-30 2016

For Immediate Release

Bloor-Yorkville Welcomes the 8th Annual Beautylicious
Toronto's premiere beauty and wellness event returns with an array of specially priced hair care, skin care, spa and wellness packages for women and men

Toronto, ON. September 2016 – The **Bloor-Yorkville Business Improvement Area (BY BIA)** is pleased to announce the **8th Annual Beautylicious**, the city's premiere beauty and wellness event returning to the Bloor-Yorkville neighbourhood from **October 20th – 30th**. The only event of its kind in Canada, and inspired by Toronto's annual Summerlicious and Winterlicious dining events, Beautylicious offers an array of **prix fixe beauty packages** from **over 50 participating businesses** in Bloor-Yorkville.

"Bloor-Yorkville is Toronto's leading destination for spas, salons and wellness centres, with the most spas per capita and some of the best businesses in the industry operating right here in our community." says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. "It's the perfect event for those looking to visit one of our businesses for the first time, and a great opportunity for patrons who already frequent the neighbourhood to experience these services at special prix fixe prices."

Beautylicious offers consumers the opportunity to experience an array of **hair, spa, skin and health and wellness service packages** for women and men with packages priced at **\$30, \$50, \$75 and \$125**. Packages are available in three categories: **Salon** (hair colour/cut/style); **Spa/Medi** (massage, facial, mani/pedi); and **Health & Wellness** (nutrition services, dental, acupuncture, fitness, non-invasive procedures). These value-priced packages are not available at any other time of the year.

"Through this premiere annual event, we're pleased to give businesses in the area another platform to attract new clientele, while showing their appreciation for existing clients." de Lange continues. "It's also a great time for the city to enjoy some pampering and grooming through one-of-a-kind deals in advance of the busy holiday season."

For complete details on participating businesses, available packages and additional Beautylicious information, visit <http://bloor-yorkville.com/beautylicious/>. Find the **Bloor-Yorkville BIA** on **Facebook** and follow **@blooryorkville** on **Twitter** and **Instagram**.

About Bloor-Yorkville

Since entrepreneur Joseph Bloor founded the Village of Yorkville in 1830, the heart and soul of Toronto has distinguished itself as a premier shopping, dining and cultural destination. 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. The Bloor-Yorkville BIA initiates and funds many neighbourhood improvements, including the newly improved Bloor Street trees, gardens and granite sidewalks. For the latest information on stores, events and parking facilities, visit www.bloor-yorkville.com. Find Bloor-Yorkville on Facebook and follow **@BloorYorkville** on Twitter and Instagram.

- 30 -

To book an interview with a spokesperson from the Bloor-Yorkville Business Improvement Area (BY BIA), inquiries on media appointments or for more information, please contact:

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