



For Immediate Release

Explore Designated Tourist Area, Bloor-Yorkville, Open this Family Day
Toronto's premier cultural destination welcomes families to enjoy the neighbourhood,
with most businesses open on Monday.

Toronto, February 2016 — On Monday, February 15th, Bloor-Yorkville, a **designated tourist area**, will become the hub of Family Day activities, with numerous **galleries, museums, restaurants and retailers** open to residents and visitors of the neighbourhood.

"As one of Toronto's premier cultural destinations and shopping areas, the Bloor-Yorkville neighbourhood offers a great selection of family friendly options for shopping, dining and attractions that are ideal for the Family Day long weekend." says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA.**

Below is a selection of Bloor-Yorkville businesses and their hours of operation on Family Day:

Explore the latest fashion and accessory trends at one of Bloor-Yorkville's premier shopping centres:

The New Yorkville Village, 10am – 6pm
Manulife Centre, 10am – 6pm
Holt Renfrew Centre, 11am – 7pm

Spend some quality family time at one of Bloor-Yorkville's Family Day events:

Gardiner Museum, 11am – 4pm

Visit the Gardiner Museum this Sunday and create a family mosaic! Put your creativity and collaboration skills to work and craft the perfect Family Day art piece.

The Royal Ontario Museum (The ROM), 10am – 5:30pm

Celebrate a new year and new beginning with Big Weekend: Lunar New Year at the ROM. As spectacular lions bring you good fortune and good luck through dance, the Museum invites you to discover time-honoured traditions of different cultures from around the world this long weekend.

Varsity Cinema, 12pm – 10:45pm

Catch a family friendly matinée or afternoon show!

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.

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