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Bloor-Yorkville Kicks-Off the Holiday Magic Season with Annual Lighting Ceremony and Live Concert Headlined by Shawn Desman

On Saturday, November 19th the Bloor-Yorkville BIA celebrates the holiday season with a dazzling display of lights and live musical performances in the Village of Yorkville Park

Toronto, ON October 2016 – On **Saturday, November 19th** from 5:00pm – 6:30pm, the **Bloor-Yorkville BIA (BYBIA)** will celebrate the return of the holiday season with **Holiday Magic** featuring a **free, open-air concert performance** by Multi-Platinum selling artist **Shawn Desman** and the neighbourhood’s annual **“Flick the Switch” Lighting Ceremony**, hosted by Global News Weekend Meteorologist Ross Hull.

The BYBIA invites the community to the **Village of Yorkville Park** for this outdoor, family-friendly event as they transform the neighbourhood with a **new and never-before-seen** display of lights illuminating Bloor-Yorkville for the **Holiday Magic season (November 19th – December 31st)**, with the event in support of the **Canadian Foundation For Aids Research (CANFAR)**.

As one of Canada’s most popular pop/R&B artists widely recognized for hits including ‘Electric’, ‘Shook’ and ‘Shiver’, Desman will take the stage to deliver a high-energy performance for the crowd. Special guest performers, The Heist, will open the evening’s musical entertainment.

“Holiday Magic marks the return of the festive season in Bloor-Yorkville with a great evening of musical programming and the annual lighting ceremony that transforms the neighbourhood into a one-of-a-kind setting for the holidays.” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “This year we are thrilled to have Shawn Desman as our headlining performer, as residents and visitors enjoy this community event with family, friends and loved ones, while supporting an important charitable cause.”

Cash and cheque donations in support of CANFAR are welcome, and will be accepted by CANFAR representatives onsite at the BYBIA tent. Attendees can also look forward to complimentary refreshments as they enjoy the Holiday Magic programming.

In addition to the Christmas tree located in the Village of Yorkville Park, a 10-foot tree glowing with an LED light display will sit outside The Colonnade at 131 Bloor Street West. The Holiday Magic lighting ceremony will set the stage for patrons of the neighbourhood to enjoy shopping, dining and exploring the area’s cultural attractions surrounded by festive lighting along tree-lined streets until the start of the new year.

Hi-res images of Shawn Desman are available for download here: <https://cl.ly/hm2V>

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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