



12th Annual Icefest returns to Bloor-Yorkville Celebrating Canada's 150th Anniversary

*Toronto's premier cultural destination will showcase over 20,000 lbs. of ice in support
of the Heart and Stroke Foundation*

(Toronto) January 2017 – Celebrate winter with the **12th Annual Bloor-Yorkville Icefest**, a free public event taking place on **Saturday, February 25th** and **Sunday, February 26th** throughout the Village of Yorkville Park and surrounding area.

This year's theme will celebrate Canada's 150th Anniversary, transforming the neighbourhood into a magical showcase of **20,000 lbs. of crystal clear ice** sculpted into majestic sculptures inspired by the celebration of Canada's Confederation. **Open to the public** on February 25th from 12 noon–8pm and February 26th from 12 noon–5pm, **the Village of Yorkville Park and Cumberland Street** will be the centre of the Icefest attractions. Patrons can expect a wide variety of spectacularly designed ice sculptures and family-friendly activities spread throughout the area, with a 'Celebrate Canada 150' ice sculpture exhibit located in the Village of Yorkville Park.

"We're thrilled to host this annual, one-of-a-kind community event that brings the city out to enjoy the winter season with family and friends," says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. "Icefest has raised over \$71,000 to date for the Heart and Stroke Foundation, and we're happy to support this cause each year during Heart Month."

With the help of participating partners and sponsors, Bloor-Yorkville will be continuing to raise funds for the **Heart and Stroke Foundation** in recognition of Heart Month in February. For a small donation, children can look forward to **"Ice Kiddie Cubes"** with a surprise toy inside, and visitors can enjoy a sweet treat at the **Maple Taffy Station** with all proceeds supporting the Heart and Stroke Foundation. Cumberland Street will also host a variety of food vendor tents and an **Icefest Lounge** featuring the smooth sounds of DJ Bellosound.



On **Saturday, February 25th**, the **Annual Sassafras Ice Carving Competition** will take place in the Village of Yorkville Park starting at noon. Visitors can enjoy watching talented ice carvers from across Ontario transform blocks of ice into original creations.

Between 2pm–5pm visitors are encouraged to cast their vote for their favourite ice sculpture, with The People’s Choice Sculpture winner announced at 5:15pm. Ice carving demonstrations will also take place on Sunday, February 26th.

Icefest is presented by the **Bloor-Yorkville Business Improvement Area (BY BIA)** with support from:

Gold Sponsors
Holt Renfrew Centre
Hudson’s Bay Centre
TD
Yorkville Village

Silver Sponsors
Manulife Centre
The Colonnade

Bronze Sponsors
Toronto Marriott Bloor Yorkville
Sassafras

Follow **@BloorYorkville** on Twitter, Instagram and Facebook using the hashtag **#Icefest17**

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**.

Media Contacts:

Nathan Marchio, nathan@nkpr.net, 416-365-3630 ext. 243 c: 647-823-7147
Jasmin Shim, jasmin@nkpr.net, 416-365-3630 ext. 233 c: 647-459-8786