

BLOOR-YORKVILLE
ICEFEST

**Hollywood Heads North for the 14th Annual Bloor-Yorkville Icefest
in support of the Heart and Stroke Foundation**

*Toronto's premier cultural destination showcases over 70,000 lbs. of ice sculptures
in a Hollywood North wonderland*

(TORONTO, ON) December 2018 – Celebrate winter with the **14th annual Bloor-Yorkville Icefest** on **Saturday, February 9th** and **Sunday, February 10th** in the Village of Yorkville Park and surrounding area. **A free public event**, patrons can expect a wide variety of uniquely designed ice sculptures and live ice carving demonstrations throughout the weekend.

This year, the Hollywood North theme will transform the neighbourhood into a one-of-a-kind display of **over 70,000 lbs. of ice** carved into magnificent sculptures inspired by the success of the film industry in Toronto and Yorkville, known as the home of the stars! Open to the public on **February 9th from 12 noon – 8pm** and **February 10th from 12 noon – 5pm**, the Village of Yorkville Park and Cumberland Street will be the centre of the Icefest attractions.

Patrons can expect to be dazzled by ice creations in the **main ice exhibition** located beside “*The Rock*” in the **Village of Yorkville Park**, which will include an **Icefest cinema façade, paparazzi, a giant box of popcorn, a projector** and an **iconic Oscar**. Visitors can also look forward to the **Icefest Lounge** featuring a special curated selection of smooth sounds with live DJ’s from Bellosound, taking a selfie or group photo at the Icefest Photo Booth, and recharging mobile phones at one of the charging stations.

“We’re proud to continue supporting the Heart and Stroke Foundation through Icefest,” says **Briar de Lange, Executive Director of the Bloor-Yorkville BIA**. “February is Heart Month and Icefest is a unique opportunity for the city to enjoy the winter season outdoors while raising funds for this important cause. The event has raised over \$88,900 to date and we look forward to welcoming the community for another great year.”

New this year, patrons can participate in the **Icefest Scavenger Hunt** on Saturday and Sunday, creating a special opportunity to explore the neighbourhood’s shops and attractions. Specialty cocktails will also be available on the Icefest Sassafras Patio.

BLOOR-YORKVILLE ICEFEST

On **Saturday, February 9th**, 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 and programming will also take place on Sunday, February 10th.

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

Gold Sponsors

Holt Renfrew Centre
Hudson’s Bay Centre
TD Bank Group

Silver Sponsor

Manulife Centre
The Colonnade

Follow **@BloorYorkville** on Twitter, Instagram and Facebook using the hashtag **#Icifest19**

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:

Jessica Mallet, jessicam@nkpr.net, 416-365-3630 ext. 231 c: 647.219.2225
Nathan Marchio, Nathan@nkpr.net, 416-365-3630 ext. 243 c: 647-823-7147