



York-Eglinton BIA  
1580A Eglinton Ave. West  
Toronto, Ontario M6E 2G8

## York-Eglinton International Street Festival Celebrates The Best of Eglinton West

**Toronto, Ontario, August 13, 2008** – The first annual York-Eglinton International Street Festival offers everyone a free entertainment extravaganza showcasing the best of Eglinton West. On Saturday, August 16<sup>th</sup> from noon to 6:30 pm, the community will be filled with music, giveaways, kids' activities, and an exciting Caribbean and Italian-flavoured street market.

The event kicks off at noon with opening ceremonies in the Green P Parking Lot at 1607 Eglinton Avenue West (beside the Volvo Dealership). Guests helping to launch the event include: Joe Volpe, MP; Mike Colle, MPP; Staff Inspector David McLeod of 13 Division; and Nick Alampi, Chair of the York-Eglinton BIA.

The entertainment showcase follows with local groups including the talented multicultural youth choir the Self-Esteem Academy Singers. Then, The Coppertones and Frankie Foo and the YoYo Smugglers warm up the audience. Headliners taking the stage for performances include the internationally renowned R & B crooner Ray Robinson, Toronto Soul sensation S. Davis, and critically acclaimed Ska band The Arsenal.

Contestants from the Mr. Caribbean International "Pirates of the Caribbean Pageant" will also be on hand to greet the audience. Other special entertainers are expected.

"We're proud to be able to offer this community and Toronto an event that everyone can enjoy. There's great entertainment, games for the kids and music for teenagers to adults. And they're predicting a sunny day," says Alampi.

The kids will also have lots to do at the KidZone in the Green P Parking Lot. There will be interactive games including basketball, a jumping castle, face painting and more.

As part of the festivities, an international street market along Eglinton West from Marlee Avenue to Dufferin Street will provide shoppers and visitors with the opportunity to explore local stores and restaurants in this multicultural neighbourhood that caters to the city's diverse heritage.

Presented by York-Eglinton BIA and its over 250 member businesses. The BIA is situated in the heart of the city along Eglinton Avenue West between Marlee Avenue and Dufferin Street, and along the north side of Dufferin Street to Whitmore Avenue. Often referred to as the commercial backbone of the city, the York-Eglinton BIA is easily accessible by transit and Highway 401 from the Allen Expressway. The event organizer is CMJ Entertainment.

Event sponsors include TABIA, Toronto Economic Development, Culture & Tourism, Toronto Police Service – 13 Division, CHRY 105.5 FM Radio, Scotiabank, Toronto Parking Authority, NOW Magazine, and Long & McQuade.

For further information and an event schedule, please visit [www.yorkbia.com](http://www.yorkbia.com).

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