



York-Eglinton BIA
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York-Eglinton International Street Festival Celebrates The Best of Eglinton West Yet Again!

Toronto, Ontario, August 14, 2009 – After the amazing success of last year, The York-Eglinton International Street Festival is coming back to Eglinton West, now with 2 days of activities and entertainment! We kick off on Friday August 14th, 2009 with live DJs and sidewalk sales from 3 pm to 9 pm. On Saturday, August 15th from noon to 9 pm, the community will be filled with music, giveaways, kids' activities, and an exciting Caribbean and Italian-flavoured street market.

Our opening ceremonies will take place at noon on August 15th, in the Green P Parking Lot at 1607 Eglinton Avenue West. 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 live musical performances by R&B, Reggae, Soul and Ska artists including Steele, Comfort, Mountainedge Crew, Jay Davis, Frankie Foo & the YoYo Smugglers, and the Coppertones. Street magician Ray Chance will perform, along with Jade's Hip Hop Academy. New this year, we will also have CHRY 105.5 FM going live to air from our festival headquarters.

"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 lots of music. And for the second year in a row, they're predicting a sunny day," says Alampi.

The kids will also have lots to do at the KidZone. There will be interactive games, and Playgrounds Inc. will present an impressive interactive video gaming station. And if that isn't enough, we will have amazing prizes and giveaways from Boston Pizza, Natrel, Stride and many 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.

This festival is presented by York-Eglinton BIA and its over 200 member businesses. The BIA is situated along Eglinton Avenue West between Marlee Avenue and Dufferin Street and is easily accessible by transit and Highway 401 from the Allen Expressway. The easiest way to get to the festival is to take the TTC to Eglinton West subway Station, and take the 32 Eglinton Ave. West bus, or walk west 5 minutes along Eglinton Ave.

Event sponsors include: Money Mart, Jamaica National International Money Transfer, the City of Toronto, TABIA, Toronto Police Service – 13 Division, CHRY 105.5 FM Radio, Toronto Parking Authority, CMJ Entertainment, and Playgrounds Inc.

For further information visit www.internationalstreetfest.com.

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