



## TORONTONIANS ARE INVITED TO SHOP AND LIGHT UP THE RIVERSIDE

**Toronto, ON (November 23rd, 2011)**— Renown as Toronto's authentic, urban neighbourhood, the Riverside district at Queen and Broadview invites Torontonians out for an evening of late-night holiday shopping as they host their first annual **Light up the Riverside** event on Thursday, December 1 from 6 to 9 p.m. In addition to being open for this special evening of late-night shopping, local businesses will also be taking part in a friendly window-display competition. Shoppers are invited to show their love by voting for their favourite Riverside holiday window display by filling out a ballot online or in person. For complete event details please visit [www.riversidedistrictbia.com](http://www.riversidedistrictbia.com).

**Toronto's Queen East starts in Riverside. You should, too.  
Rediscover Riverside. We're waiting for you.**

### ABOUT RIVERSIDE

**Riverside** is Toronto's authentic, urban neighbourhood. A stone's throw away from downtown, fed by the Queen streetcar line, lives a vital community that flows between two bridges in Toronto's east end. **Riverside** has evolved from a local city centre to a destination for urbanites who love balanced, connected and engaging business. The **Riverside** district proudly provides a fresh new vibe built on a historical undercurrent. **Riverside, this is how we live.** For more information, visit [riversidedistrictbia.com](http://riversidedistrictbia.com).

### ABOUT THE RIVERSIDE BIA

**The Riverside District Business Improvement Area (BIA)** is an association of local Toronto business people and property owners who work in partnership with the city to enhance their business district. Representing an authentic and urban neighbourhood in Toronto's east end, the **Riverside District BIA** has a well-established commercial district and strong historical ties. Located along Queen Street East on the east side of the Don River just minutes from downtown, the **Riverside** neighbourhood has evolved from a local city centre to a destination for urbanites who love balanced, connected and engaging businesses. For more information, visit [riversidedistrictbia.com](http://riversidedistrictbia.com).

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### **For more information please contact:**

Sapna Alim, Director of Marketing, Riverside District BIA  
(647) 787-5354  
[office@riversidedistrictbia.com](mailto:office@riversidedistrictbia.com)