



## THE RIVERSIDE INVITES TORONTONIANS TO DISCOVER THEIR CREATIVE SIDE

**Toronto, ON (May 30 , 2012)**—The Riverside District Business Improvement Area invites Torontonians to come and enjoy the third annual **Sounds Like the Riverside, in the RAW** street festival on Saturday, June 2, 2012. This exciting one-day street celebration will take place from 1:00 p.m. – 11:00 p.m. in Toronto's vibrant Riverside district at Queen and Broadview. Everyone is encouraged to come enjoy a day of fun, family-friendly activities that coincide with the lively arts and culture scene of The Riverdale Art Walk.

“We are excited to present this year's festivities and introduce Torontonians to the creative side of Riverside,” says Rosemary Little, Riverside BIA Marketing Committee Chair and owner of Quince Flowers. “For our third annual event we promise a variety of wonderful activities that the whole family can enjoy.”

Many of the businesses in Riverside will be hosting special in-store activities such as exclusive tastings, live demonstrations, exclusive retail promotions and musical performances that are guaranteed to offer attendees a memorable visit to the Riverside area.



Activities not to miss:

- Giant JENGA and TWISTER games
- Local graffiti artist Jesse Dewar painting live
- An urban campfire with sing-alongs featuring performances by Corktown Uke Club and Woodshed Orchestra
- The free barbeque for the entire family featuring live entertainment
- Salsa performance with dancers
- Riverdale Art Walk, featuring over 120 artists

For more information and to find the full schedule of events, visit [www.riversidedistrictbia.com](http://www.riversidedistrictbia.com).

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## **ABOUT 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).

For more information please contact:

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