



PRESS RELEASE

Be part of history June 5th: join Toronto's Riverside to illuminate the Iconic Riverside Bridge

Public Pan Am Games-themed festivities and formal ceremony culminating in bridge illumination, steps from Pan Am Athletes' Village

Toronto, Ontario – May 19, 2015 . On the evening of Friday, June 5th, the Riverside BIA and community will launch the Riverside Gateway Bridge Project - a \$600,000 capital installation illuminating the iconic Riverside bridge. The Bridge is the gateway to Toronto's Historic Riverside District, located on Queen Street East, between the DVP and Empire Avenue.

With the bridge illumination, Riverside District will have the eyes of the world trained toward us, as we get ready to host over 10,000 athletes, officials and spectators who will be enjoying what our district and city has to offer, said Anjuli Solanki, Executive Director of the Riverside BIA.

The public is invited to join in Pan Am Games-themed festivities celebrating and launching the Bridge illumination. These festivities will kick off at McCleary Playground on June 5th at 6:30pm, including races, games and refreshments to entertain the whole family. At 7:45pm, Samba Toronto will parade everyone west along Queen Street East, while community torch-bearers pass a symbolic torch along the route in the spirit of the Games. Formal ceremonies and speeches will commence after the parade reaches the foot of the Riverside Bridge. The celebration will culminate, shortly after sunset (8:45pm), with the very first illumination of the Riverside Gateway Bridge.

During the Pan Am/Para Pan Am Games, the Riverside Bridge illumination will feature Games-themed colours followed by seasonal colours throughout the year. In tandem with illuminating the bridge, the Riverside BIA and its sponsors will place a way-finding and public art piece at the foot of the Athletes' Village to help guide visitors and residents to Riverside District.

This project was made possible by a community of artists: Rebecca J. Houston led the design of banners that will frame the bridge; Nick Chin of Ox Agency supported the branding of the monument; and Eldon Garnet was the founding bridge artist. This project grew from idea to inception thanks to public partnership with City of Toronto, Ward 30 Councillor Paula Fletcher, and private sponsors: Gold Sponsor - Streetcar Developments; Silver Sponsors - Hullmark Developments, and Downtown Automotive Group; and Bronze Sponsors - Ashlar Urban Realty, The Avro, BMO, Brightworks Interactive Marketing, Harhay Construction, il ponte, and OX Agency . all of whom shared our vision.

More at www.riverside-to.com

ABOUT RIVERSIDE BIA - The Riverside Business Improvement Area (BIA), located on Queen Street East from the DVP to Empire Ave, is known for its heritage buildings, award-winning restaurants, and the street that inspired the cult classic *Degrassi* TV series. The Riverside Bridge illumination kicks off the BIA's Eats & Beats Festival on June 6, supported by Toronto 2015 IGNITE and Metroland media.

###

Contact: Anjuli Solanki, Riverside BIA Executive Director, c.647-773-2547 p.416-466-8167, walkon@riverside-to.com

Riverside Business Improvement Area | 761 Queen St East | 416- 466-8167 | Walkon@Riverside-TO.com