



FOR IMMEDIATE RELEASE

The Waterfront BIA in partnership with Ontario Place presents...
FREE WATERFRONT BUS SHUTTLE
Launches Victoria Day Weekend and runs until Thanksgiving Day

Toronto, Ontario – May 18, 2011 – Launching Victoria Day Weekend, the **FREE Waterfront Bus Shuttle** developed by The Waterfront BIA in partnership with Ontario Place is designed for visitors and residents to easily explore all that the Toronto Waterfront has to offer by providing a direct shuttle from key waterfront hotels, shopping, dining and attractions to and from Union Station and Ontario Place.

The **FREE Waterfront Bus Shuttle** will operate between the hours of 10:00am and 7:00pm, seven days a week from May 21, 2011 to October 10, 2011, making stops at each location approximately every half hour. Visit www.waterfrontbia.com for more information.

“We wanted to make it easier for Toronto residents and visitors to explore the many attractions at Toronto’s Waterfront by creating the **FREE Waterfront Bus Shuttle**,” states Carol Jolly, Executive Director, The Waterfront BIA. “Reducing excess traffic, the **FREE Waterfront Bus Shuttle**, travelling 10 loops per day, has the capacity to move up to 300 people per day and the potential of replacing 250 cars per day!”

Carrying up to 30 people (21 seated) with ample interior storage room for strollers and shopping bags plus a bicycle rack on the front of the bus, the **FREE Waterfront Bus Shuttle** starts at Union Station (south entrance at Maple Leaf Square) with stops along Queens Quay West at the Radisson Admiral Hotel, Queen’s Quay Terminal and Westin Harbour Castle enroute to Ontario Place.

“We are pleased to partner with The Waterfront BIA to make this great service possible. The **FREE Waterfront Bus Shuttle** allows the public to come down and enjoy Toronto’s waterfront and Ontario Place,” said John Tevlin, General Manager of Ontario Place. “It’s an exciting time for Ontario Place and by providing easier and better accessibility we can ensure our guests will enjoy getting to and from the park.”

The **FREE Waterfront Bus Shuttle** will be branded with an exterior vinyl wrap with colourful graphics featuring sponsored stops along the route.

About The Waterfront Business Improvement Area:

Toronto’s urban Waterfront is a stone’s throw from the downtown and financial core. Our many recreational and cultural activities add to the allure of this unique neighbourhood. Lake Ontario and the Toronto Islands form a spectacular backdrop to our beautiful Waterfront promenade, its hotels, shops, services, restaurants, parks and gardens. *Living, working, shopping, dining. It’s better by the water.*

About Ontario Place:

Ontario Place is a 96-acre premiere waterfront park located in downtown Toronto. Celebrating its 40th anniversary in 2011, Ontario Place features over 30 exhilarating rides and attractions plus the newly renovated Cinesphere, now in IMAX® 3D and the expanded *Soak City* waterpark with its own lounge pool and sand beach right at the water’s edge overlooking Lake Ontario. For more information about Ontario Place please visit www.ontarioplace.com

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