



Victoria Day

ON TORONTO'S WATERFRONT
MONDAY, MAY 23, 2011
presented by
Redpath

FOR IMMEDIATE RELEASE

DISCOVER THE MANY TREASURES OF TORONTO'S WATERFRONT ON VICTORIA DAY! *Fabulous FREE Victoria Day Fun – Monday, May 23, 2011*

Toronto, Ontario – May 10, 2011– Experience mutiny on the waterfront – pirates have commandeered Victoria Day! Buccaneers and their families can enjoy fabulous FREE fun all day long at **Victoria Day on Toronto's Waterfront** presented by *Redpath Sugar* in partnership with *The Waterfront BIA* on Monday, May 23, 2011. Enjoy pirate themed activities, outdoor programs, live music, dog trick demos, arts and crafts and much more with events in Queen's Quay Terminal (207 Queen's Quay West) and along Toronto's waterfront. Visit www.waterfrontbia.com or call 416-596-9821 for more information.

"Discover Toronto's treasures at **Victoria Day on Toronto's Waterfront**," states Carol Jolly, Executive Director, The Waterfront BIA. "Enjoy a wide variety of family activities from arts and crafts to bouncy tents and wandering pirates, dine at magnificent restaurants and enjoy cotton candy, snow cones, popcorn and pretzels while watching dog shows courtesy of PawsWay and performances from *Madame Buskerfly*, *Long Jon Strong*, *Zoltan the Adequate Pirate* and swashbuckling sword fighting pirates!"

AHOY! FREE FUN PIRATE ACTIVITIES @ QUEEN'S QUAY TERMINAL – 11am-5pm

Visit Queen's Quay Terminal for FREE face painting, live entertainment, pirate themed bouncy tent, temporary pirate tattoo application and great crafts including pirate hats, flags, and eye patch making! Look out for *Madame Buskerfly* and *Lollipop the Clown* as they make their way through the terminal. Visit our Owlkids booth for free magazines and an opportunity to meet the Chirp mascot and Patricia Storm, author of *The Pirate* and *The Penguin*.

Visit the Right to Play booth to make a donation to Right to Play, an international humanitarian and development organization that uses the power of sport and play to build essential skills in children and thereby drive social change in communities affected by war, poverty and disease.

Don't forget to pick up your pirate loot bag that includes a Waterfront Experience (WE) Card for savings throughout the Waterfront while supplies last!

QUEEN'S QUAY TERMINAL PIRATE STAGE – 12 noon-5pm

Visit the Queen's Quay Terminal Pirate Stage for back-to-back shows from noon until 5pm. Catch *Long Jon Strong's* spectacular show, be dazzled by *Zoltan the Adequate Pirate's* magic show and catch dog trick demos from the talented canines from PawsWay at centre stage!

Noon, 1:30pm, 3:00pm, 4:15pm Ship Shape Showman *Long Jon Strong* presents his *Daring Do Show* This daring show features cannon ball juggling, globe balance and unsupported ladder climbing performed at a high skill level with many audience participation comedy situations in a fast paced action packed spectacle! *Long Jon Strong's* show has been featured at hundreds of shows for the tall ship *Empire Sandy*, the Toronto Pirate Festival at Fort York and Casa Loma Pirate week.

12:30pm, 2:30pm, 3:30pm PawsWay
Catch the excitement as some special guests from PawsWay drop by for Dog Trick Demos.

12:45pm, 2:00pm, 3:45 pm *Zoltan the Adequate Pirate*

Brilliant? Amazing? No, just adequate. With dazzling illusions and razor-sharp wit, this salty old trickster is sure to awe and amaze you. *Zoltan the Adequate Pirate* presents bizarre magic and strange effects that will leave you mystified!

ROAMING PIRATES, WATERFRONT BUSKERS AND PERFORMERS – 11am-5pm

Take the fun outside and enjoy the many activities outdoors along the waterfront from the Radisson Admiral to the Westin Harbour Castle hotels with buskers and performers.

When at sea, these swashbuckling sword fighting pirates keep busy looting and plundering, but on shore these three marooned mates can't agree on anything, and they're armed to the teeth. Watch out as they travel along the waterfront!

FREE ADMISSION AT THE MUSEUM OF INUIT ART – 10am-6pm

Experience the Museum of Inuit Art, southern Canada's only public museum devoted exclusively to Inuit art located in Queen's Quay Terminal. Explore the comprehensive world of Inuit Art that includes prehistoric art, early post-contact art, and early works of the modernist period; important themes; regional styles; contemporary art and masterworks.

For Victoria Day the regular admission (Adults \$6, Seniors & Students \$5, Children under 5 FREE) is being waived and everyone can experience this gem of the Toronto Waterfront for FREE and includes crafts and drawing for all children!

PAWSWAY PET CARNIVAL – 12pm-5pm

Join us for FREE family furry fun at the PawsWay Pet Carnival. Games, prizes and contests! Family friendly and pet friendly!

HARBOURKIDS: CIRCUS @ HARBOURFRONT CENTRE 10am-5pm

Harbourfront Centre partners with Zero Gravity Circus for the fourth year in a row to present extraordinary circus artists from around the world. Experience side-splitting comedy, eye-popping acrobatics and mind-bending daredevil stunts, featuring rope walkers, unicyclists, world-class acrobats, fire-eaters, stilt walkers, face painters, balloon sculptors, crazy clowns and characters everywhere!

SHOP, DINE & TOUR THE WATERFRONT

No visit to Toronto's Waterfront is complete without discovering the food and shopping. Take a break for lunch at IL FORNELLO or Watermark Pub overlooking the lake at the south end of Queen's Quay Terminal.

FREE WATERFRONT BUS SHUTTLE LAUNCHES VICTORIA DAY WEEKEND

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.

About The Waterfront BIA:

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 Redpath Sugar:

Redpath Sugar is an integral part of Toronto's Waterfront for over 50 years. We provide high quality sugars to consumers direct through grocery stores, foodservice distributors and food manufacturers across Canada. **Redpath Sugar** is proud of its heritage of producing natural, pure cane sugar products in Canada since 1854.

About Queen's Quay Terminal:

Queen's Quay Terminal is an award-winning example of how a former industrial building can be converted into a mix of specialty retail, with over 25 shops, restaurants and cafes, a grocery store and a full service bank, offices on the 7 floors above and 72 luxury residential condominiums on the top four levels. **Queen's Quay Terminal** recently won the 2010 BOMA Canada Earth Award in recognition of its environmental stewardship. Get into the 'Q' and savour the view from QQT's fabulous restaurants overlooking Lake Ontario.

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For additional information or interview requests, please contact:

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