



THE BLOOR ST. CULTURE CORRIDOR CELEBRATES ITS ONE YEAR ANNIVERSARY AND WELCOMES NEW ASSOCIATE DESTINATIONS

The **Bloor St. Culture Corridor**, Toronto's most diverse arts and culture district, **celebrates its one year anniversary in April 2015** and is pleased to announce the **918 Bathurst Centre for Culture, Arts, Media + Education** and the **Toronto Reference Library** as new Bloor St. Culture Corridor Associates.

The **918 Bathurst Centre for Culture, Arts, Media + Education** presents a variety of visual art exhibitions, music concerts and other performing arts programming, as well as educational programs. The **Toronto Reference Library** presents a wide array of literary and cultural experiences for Torontonians, including art and cultural exhibitions at its TD Gallery, showcasing the library's vast special collections; and lectures, talks and readings from national and international authors, thinkers and newsmakers at its Appel Salon. Bloor St. Culture Corridor Associates are located slightly beyond the geography of the 1 mile / 1.5 km Bathurst to Bay range of the Corridor's core, but are within an easily walkable few blocks and present a wonderful variety of professional arts and culture events for the public.

Uniquely Torontonians in cultural richness and diversity, the Bloor St. Culture Corridor proudly launched with 12 partnering organizations representing Bloor St. W.'s most celebrated arts and culture venues: the **Bloor Hot Docs Cinema, Tafelmusik Baroque Orchestra and Chamber Choir, The Toronto Consort, the Miles Nadal Jewish Community Centre, the Native Canadian Centre of Toronto, Alliance Française de Toronto, the Istituto Italiano di Cultura, the Bata Shoe Museum, The Royal Conservatory of Music/Koerner Hall, the Royal Ontario Museum (ROM), the Gardiner Museum, and the Japan Foundation, Toronto**. In July 2014, the **University of Toronto Faculty of Music** was announced as a new partner in the arts and culture district, and in November 2014, the Bloor St. Culture Corridor announced the addition of the **Talisker Players** as the fourteenth partner. All Bloor St. Culture Corridor partners present professional arts and culture, for the public, in a year-round destination venue that is located on or within 1 block of Bloor St W between Bathurst and Bay Streets.

Each year, more than two million members of the public go to Bloor St. Culture Corridor arts and culture destinations, and more than 1.5 million people attend the partner destinations' exhibitions, performances, and events. Together, the Bloor St. Culture Corridor partners generate approximately \$440,000,000 in economic impact each year. (Based on the Ontario Ministry of Tourism & Culture's TREIM model.) The Bloor St. Culture Corridor encompasses three major neighbourhoods of Toronto; the Annex, University of Toronto, and Yorkville, and includes 5 major Toronto Transit (TTC) subway stations. The Bloor St. Culture Corridor has, so far, been featured in more than 50 articles and media stories around the world.

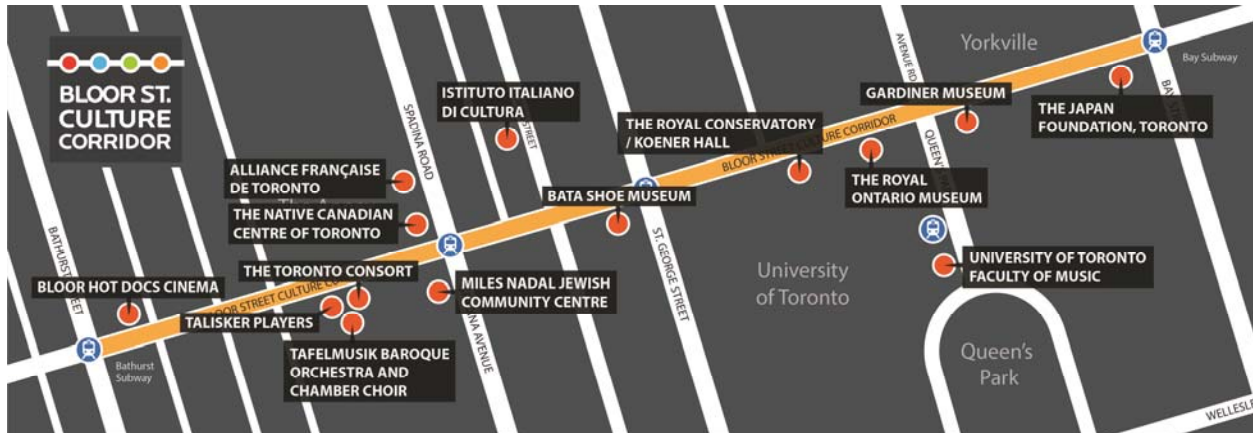
The Bloor St. Culture Corridor web site and free mobile app provide convenient and centralized access to info about each culture destination, event information, and a directory of the district's retailers, restaurants, and hotels. The mobile app also provides special offers and discounts, a news feed, as well as the convenience of planning excursions in advance or spontaneously while out on the Bloor St. Culture Corridor, directly from their smartphone. The mobile app, in addition to popular Bloor St. Culture Corridor Twitter and Facebook social media platforms, supports continuing and dynamic engagement with Torontonians and visitors to our city. Everyone can download the Bloor St. Culture Corridor free mobile app via the Bloor St. Culture Corridor website at www.bloorstculturecorridor.com, the iTunes App Store, Google Play, and at m.bloorstculturecorridor.com.

More information about the **Bloor St. Culture Corridor**, upcoming events, and the district's arts and culture destinations, can be found at:

www.bloorstculturecorridor.com

Twitter: @bloorstculture

Facebook: www.facebook.com/bloorstculturecorridor



The Bloor St. Culture Corridor partner destinations include:

Alliance Française de Toronto: 24 Spadina Road www.alliance-francaise.ca

Bata Shoe Museum: 327 Bloor Street West www.batashoemuseum.ca

Bloor Hot Docs Cinema: 506 Bloor Street West www.bloorcinema.com

Gardiner Museum: 111 Queen's Park www.gardinermuseum.on.ca

Istituto Italiano di Cultura: 496 Huron Street www.iictoronto.esteri.it/IIC_Toronto

The Japan Foundation, Toronto: 131 Bloor Street West www.jftor.org

Miles Nadal Jewish Community Centre: 750 Spadina Ave. www.mnjcc.org

Native Canadian Centre of Toronto: 16 Spadina Road www.ncct.on.ca

Royal Ontario Museum (ROM): 100 Queen's Park (Entrance on Bloor Street W.) www.rom.on.ca

The Royal Conservatory of Music / Koerner Hall: 273 Bloor Street West www.performance.rcmusic.ca

Tafelmusik Baroque Orchestra & Chamber Choir: 427 Bloor Street West www.tafelmusik.org

Talisker Players: 427 Bloor Street West www.taliskerplayers.ca

The Toronto Consort: 427 Bloor Street West www.torontoconsort.org

University of Toronto Faculty of Music: 80 Queen's Park www.music.utoronto.ca

Bloor St. Culture Corridor associates include:

918 Bathurst Centre for Culture, Arts, Media + Education: 918 Bathurst Street www.918bathurst.com

Museum of Estonians Abroad: 310 Bloor Street West vemu.ca/index.php/en

Toronto Reference Library: 789 Yonge Street www.torontopubliclibrary.ca

###

MEDIA CONTACT:

Heather Kelly

Founder/Director, Bloor St. Culture Corridor: info@bloorstculturecorridor.com

Director of Marketing, Performing Arts, The Royal Conservatory: heather.kelly@rcmusic.ca