



BLOOR ST. CULTURE CORRIDOR CREATES ACTIVITY HUB AT ROYAL ONTARIO MUSEUM AND THE ROYAL CONSERVATORY OF MUSIC DURING OPEN STREETS TO

TORONTO, Canada (August 11, 2014): **The Royal Conservatory of Music (RCM)** and the **Royal Ontario Museum (ROM)**, proud partner destinations on the **Bloor St. Culture Corridor**, will present an **Open Streets TO** "hub" with musical performances from the RCM and activities themed around the ROM's *Forbidden City* exhibition, on the mornings of Sunday, August 17 and Sunday, August 31, 2014.

In front of **The Royal Conservatory of Music**, people walking, biking, rollerblading, and pushing strollers along Bloor St. are welcome to enjoy an outdoor café provided by b espresso starting at 8am and informal musical performances starting at 9:30am. Performances include solo piano, solo guitar, and violin concerts. People are also welcome to play the public piano that will be outside, in the Conservatory's courtyard. Tours of the TELUS Centre for Performance and Learning will also be available. **Information about The Royal Conservatory of Music is at www.rcmusic.ca.**

In front of the **Royal Ontario Museum**, starting at 9:30 am, Torontonians will be invited to experience the rich culture of ancient China, inspired by the Museum's special *Forbidden City* exhibition which takes visitors inside the court of China's Emperors and is now in its final weeks at the ROM. Visitors will have the opportunity to "meet the Emperor," view the colourful and lively traditional Lion Dance, and enjoy performances by Waist drummers and the Spire Music group, who use Eastern and Western musical instruments to perform a variety of music ranging from traditional to modern pop music. **Information about Royal Ontario Museum is at www.rom.on.ca.**

The **Bloor St. Culture Corridor** is a uniquely Torontonian arts and culture destination that highlights the extraordinary wealth of cultural experiences that are easily accessible along Bloor Street. The Bloor St. Culture Corridor includes 13 partnering arts and culture destinations in a vibrant stretch of Bloor Street, from Bathurst to Bay. Torontonians and visitors to the City can easily take public transit to get to the Bloor St. Culture Corridor (there are 5 major subway stations along the Corridor), and walk from a museum to an afternoon art talk or exhibition, shop, have lunch or dinner, and enjoy an inspiring concert or film -- all within just a few blocks. **The Bloor St. Culture Corridor can be found online at www.bloorstculturecorridor.com, on Twitter [@bloorstculture](https://twitter.com/bloorstculture), and on Facebook at www.facebook.com/bloorstculturecorridor.**

Open Streets programs around the world open a city's streets to people and close them to cars. People traffic replaces car traffic, and the streets become "paved parks" where people of all ages and abilities, and all social, economic, and ethnic backgrounds can come out and enjoy their city streets. Iconic cities such as New York, Los Angeles, San Francisco, Paris and Mexico City all promote a version of the Open Streets concept.

Open Streets TO will take place 8am - 12pm on Sunday, August 17 and Sunday, August 31, 2014. The 5KM route, running along Bloor Street from Spadina to Parliament and down Yonge Street from Bloor to Queen, will allow people to bike, walk, roll and skate between some of Toronto's most diverse neighbourhoods. Crossing points will be included at numerous major intersections, where cars will pass through as normal. **More info about Open Streets TO is at www.openstreetsto.org**

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