



THE BLOOR ST. CULTURE CORRIDOR LAUNCHES MOBILE APP

TORONTO ARTS AND CULTURE ON YOUR SMARTPHONE

TORONTO, Canada (September 23, 2014): The **Bloor St. Culture Corridor**, Toronto's most diverse arts and culture district, is pleased to launch the **new Bloor St. Culture Corridor mobile app**. The app will **connect Torontonians and visitors to Toronto with the 13 arts and culture destinations on Bloor Street West**, and the vast range of cultural events on offer year round - conveniently via personal smartphones and tablets.

The **Bloor St. Culture Corridor** highlights the extraordinary wealth of cultural experiences that are so easily accessible all in one easily-walkable mile on Bloor Street West, between Bathurst and Bay Streets: museums, films, art exhibitions, music concerts, culture talks, architecture, and more. It also offers opportunities to experience some of Toronto's most accessible cultural diversity, including French, Jewish, Italian, Japanese and Aboriginal arts and culture.

The Bloor St. Culture Corridor **mobile app** provides access to **special offers exclusive to app users**, and a convenient way to easily see the richness of **cultural destinations and events on offer in the Bloor Street area** of central Toronto, from The Annex through to Yorkville. The app's social feed **connects users with the latest news** and announcements from the Twitter feeds of all of the arts and culture destinations on the Bloor St. Culture Corridor. Users can also **browse through options for shopping, eating, and hotels** on the corridor.

The **Bloor St. Culture Corridor** attracts Torontonians, arts audiences, and tourists to Bloor St. 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. The mobile app will provide a convenient way for established audiences and attendees to **access event information and special offers**, and the app will help to attract new visitors to the neighbourhood and the dynamic arts and culture destinations on Bloor St. West.

The Bloor Culture mobile app is available from the Bloor St. Culture Corridor web site at www.bloorstculturecorridor.com, via the iPhone App Store, Google Play, and at m.bloorstculturecorridor.com.



The creation of the Bloor St. Culture Corridor mobile app was supported by the Culture Development Fund of the Ontario Ministry of Tourism, Culture, and Sport.

Bloor St. Culture Corridor:
www.bloorstculturecorridor.com
Twitter: [@bloorstculture](https://twitter.com/bloorstculture)
Facebook: www.facebook.com/bloorstculturecorridor

The Bloor St. Culture Corridor arts and culture 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 / Koerner Hall:** 273 Bloor Street West www.performance.rcmusic.ca
- **Tafelmusik Baroque Orchestra & Chamber Choir:** 427 Bloor Street West www.tafelmusik.org
- **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: Arts and culture organizations along Bloor St. West have come together in partnership to create the Bloor St. Culture Corridor, a uniquely Torontonians arts and culture district. The Bloor St. Culture Corridor's 13 partnering arts and culture destinations are all located in almost exactly one mile (1.6 kms), along a vibrant stretch of Bloor Street, from Bathurst to Bay, connecting three major Toronto neighbourhoods: the Annex, University of Toronto, and Bloor-Yorkville. The Bloor St. Culture Corridor offers a wide variety of arts genres, from museum experiences to films, art exhibitions to music concerts, and it offers opportunities to experience some of Toronto's cultural diversity, including French, Jewish, Italian, Japanese and Aboriginal arts and culture. 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 along Toronto's most diverse arts and culture corridor.

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