

DOWNTOWN



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Toronto Gets Textual with the Launch of Mobile Yonge Downtown Yonge BIA plugs into savings with mobile marketing campaign

Toronto, ON— The Downtown Yonge Business Improvement Area is giving shoppers something to :) about with the April 7 launch of Mobile Yonge; a cellular marketing campaign that allows users to download Downtown Yonge special offers and promotions directly to their mobile phones. Already proven popular in overseas markets such as the UK, this program is the first to be introduced by a Toronto B.I.A and expects to see hundreds of retailers and other service providers participating in the campaign in its first year. Working in conjunction with Silverback-Media, a Toronto based mobile marketing company; Downtown Yonge is capitalizing on the growing on-demand culture by introducing electronic offers to Toronto's text-savvy.

"The response from our business members has been tremendously positive with the launch of Mobile Yonge. We're thrilled to be a part of this forward thinking mobile campaign, and hope the public takes advantage of this innovative service," says Monica Kocsmaros, Marketing Manager of Downtown Yonge.

By texting YONGE to 700700 on a cell phone or visiting the Downtown Yonge website, users will access Downtown Yonge offers instantly from retailers, restaurants, hotels and entertainment via text messaging or email. Once connected, a listing of all Mobile Yonge special offers will appear in the browser while selected options launch unique bar codes that can be read by most retail scanners. The offers have the advantage of being paperless and fully trackable, allowing advertisers to see where and when vouchers are being used. The opt-in service is free, although standard text messaging charges apply. To view a demonstration of Mobile Yonge, and for a complete listing of participating Downtown Yonge retailers and services: visit downtownyonge.com/mobileyonge

What: Downtown Yonge Mobile-Yonge Launch

Who: Downtown Yonge Business Improvement Area (DYBIA)

When: April 7, 2008

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About Downtown Yonge

The Downtown Yonge Business Improvement Area (B.I.A) is an association of 2000 businesses and property owners in downtown Toronto. Founded in 2001, their mandate is to revitalize and position Downtown Yonge as Canada's premier business, shopping and entertainment destination. Visit www.downtownyonge.com.