



Media Alert – For Immediate Release
November 2, 2007

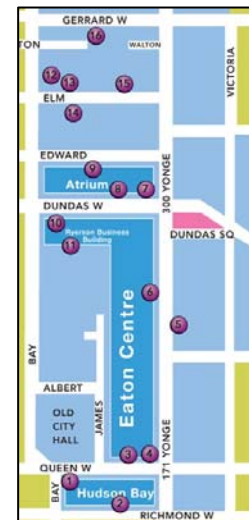
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Ryerson Students Bring Back the Holiday Magic in Downtown Yonge B.I.A Window Wonderland Competition

Toronto, ON – The Downtown Yonge B.I.A is bringing back the holiday magic and putting it on display for all to see. Torontonians can take a stroll through the glittering streets of Downtown Yonge to see festive window displays created by inspired Ted Rogers School of Retail Management students at Ryerson University, who have been challenged to transform windows to reflect the holiday magic theme on a budget of just \$100. Windows will be revealed Thursday, November 8th and will be showcased for the entire month of November, giving shoppers and passersby enough time to choose their favourite by logging onto www.downtownyonge.com/windowwonderland to vote. An esteemed judging panel will select the winning window display on Monday, December 3rd. The first place winner and a guest will celebrate with a fun night out on the town, including dinner and one night's stay at the Delta Chelsea Hotel. The runner-up will receive a student necessity: cooking classes at Great Cooks on Eight, and third place will receive a gift certificate to Coast Mountain Sports. As a part of the Urban Lights, Festive Sights series, Window Wonderland is a signature event launched in partnership with Downtown Yonge business members.

- WHAT:** Downtown Yonge Window Wonderland
- WHO:** Ryerson Students & 16 Downtown Yonge Retailers
- WHEN:** Window Reveal: November 8
Window Judging: December 3
- WHERE:** Within the Downtown Yonge Business Improvement Area
(Between Bay & Yonge, Gerrard & Richmond)
For a complete list of participating businesses visit:
www.downtownyonge.com/windowwonderland



About Downtown Yonge BIA

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