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Students Take Over Downtown Yonge Window Space Vying for Top Prize in Window Wonderland Competition

- Photo/Video Op -

Toronto, ON – The Downtown Yonge B.I.A is giving props to Ryerson – literally – as they kick off the Window Wonderland Competition with inspired students from the Ted Rogers School of Retail Management at Ryerson University. The students have been challenged to transform windows with display props in the Downtown Yonge district to reflect a spirit of giving theme on a budget of just \$100.

Made-over windows will be revealed on Wednesday, November 5th and will be showcased until the end of November, giving shoppers and passerby enough time to vote for their favourite at www.wintermagic.ca. An esteemed judging panel will announce the winning window display on Wednesday, November 26th at an awards ceremony hosted by students from the Ted Rogers School of Hospitality and Tourism Management. As a part of the Winter Magic festivities, Window Wonderland is a signature event launched in partnership with Downtown Yonge business members.

Prizes for contest winners include a night away from home at the Delta Chelsea Hotel with breakfast at Bb33 Bistro + Brasserie; a one-year membership at Extreme Fitness; a night and breakfast at the Pantages Hotel; and alternatives to the usual mac 'n' cheese with 'Great Taste' cards from McDonald's and gift certificates to Commensal Vegetarian Restaurant, City Grill and Duke of Richmond.

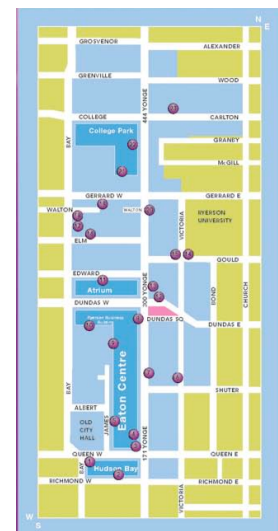
WHAT: Window Wonderland Student Competition

WHO: Downtown Yonge Business Improvement Association
Ryerson Students & 23 Downtown Yonge Retailers

WHEN & Window Tour and Student Meet and Greet: November 5, 9:00 am – 10:00 am

WHERE: Great Cooks on Eight, 401 Bay Street, Simpson Tower, 8th Floor

Window Judging: November 26, 11:00 am
Cara Demonstration Room, Ted Rogers School of Management Building
575 Bay St. (Entrance at 55 Dundas St. W.)



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