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**Fire Performers, Children's Activities, Dance Troupes,
and a Pyrotechnics Show Fill Yonge-Dundas Square at
ILLUMINITE**

- Holiday spirit takes over Downtown Yonge B.I.A.'s free, fun-filled event -

Toronto, ON - In a holiday spectacular that celebrates the best of the season, the Downtown Yonge BIA presents Illuminite: a fun-filled day of activities and performances for anyone and everyone. Cultural dancers kick off the Illuminite festivities, followed by an afternoon filled with holiday cookie decorating, a caricature artist, an inspiring Winter Wishlist fashion show and NXNE rockers, the John Henrys. The day culminates with choreographed Circus Orange performers wowing crowds in a fire and pyrotechnics show that ends with over 52,000 lights illuminating the 40-foot sculptural tree in the square.

Not to be left out in the cold, visitors will also have the opportunity to purchase toques for \$10, in support of Raising the Roof. Illuminite takes place Saturday, November 15th as part of the Downtown Yonge B.I.A.'s Winter Magic festivities. Further info is available at www.wintermagic.ca.

What: Illuminite
Who: Downtown Yonge Business Improvement Association
When: Saturday, November 15th, 12:00 - 7:30 pm
Where: Yonge-Dundas Square

Lineup of Illuminite Events:

12:00 - 5:00 pm: Complimentary Caricature Portrait by artist Tim Hough
12:00 pm: Shan E Punjab Dance Academy
1:00 pm: Scottish Country Dancing
1:00 - 2:00 pm: Holiday Cookie Decorating (Delta Chelsea)
3:00 pm: The Bialy Orzel - White Eagle Polish Song and Dance Ensemble
4:00 pm: Yip's Children's Choir Canada, Carlton the Bear visit
5:00 pm: Winter Wishlist Fashion Show
6:00 pm: NXNE rockers, The John Henrys

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7:00 pm: Circus Orange Fire & Pyrotechnics Show and Tree
Lighting

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