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## **Pyrotechnics & Circus Performers Wow Crowds at ILLUMINITE**

- Downtown Yonge BIA's Annual Tree-Lighting Festival fills Toronto with Holiday Spirit -

**Toronto, ON** – Thousands of Torontonians will flood Yonge-Dundas Square this Saturday for the Downtown Yonge BIA Winter Magic event, Illuminite. The free event is a stunning visual spectacle that begins with a live performance by contemporary/break dance fusion artists, Larchaud Dance Project and features awe-inspiring fire routines from the renowned Circus Orange performance troupe. A fabulous pyrotechnic display sets the stage for a choreographed finale that sees the square's 40-foot sculptural tree illuminated with more than 52,000 lights. The annual tree-lighting ceremony marks the beginning of the festive holiday season for many city dwellers and includes the lighting of holiday installations throughout the downtown core.

Illuminite takes place on Saturday, November 20<sup>th</sup> as part of the Downtown Yonge BIA's Winter Magic festivities. Further information is available at [www.wintermagic.ca](http://www.wintermagic.ca) or through the Winter Magic iPhone App available for download through the Apple Store.

**What:** Illuminite  
**Who:** Larchaud Dance Project & Circus Orange  
**When:** Saturday, November 20<sup>th</sup>, 6:00pm – 7:30pm  
**Photo Op:** Crowds enjoy live dance performance and brilliant Circus Orange fire performers ahead of Illuminite's dynamic pyrotechnic tree-lighting finale.



### **About Winter Magic**

A Downtown Yonge BIA initiative, Winter Magic is a free festival that spans the Downtown Yonge district and consists of a series of events and lighting installations throughout November and December. Entering its fourth year, Winter Magic presents a unique opportunity for Torontonians and tourists alike to experience the heart of the city and celebrate the holidays. Winter Magic events include: Ice, Wine & Dine, Window Wonderland, Buskertainment, Illuminite and Kidzfest.

### **About Downtown Yonge BIA**

The Downtown Yonge Business Improvement Area (B.I.A) is the 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](http://www.downtownyonge.com)