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The Holiday Spirit Blazes into Yonge-Dundas Square with ILLUMINITE

- Live music, fire & pyrotechnics guarantee explosive fun at Downtown Yonge BIA's free event -

Toronto, ON – The Downtown Yonge BIA is getting people 'fired up' for the holiday season at Illuminite, a stunning spectacle in Yonge-Dundas Square that features mind-blowing pyrotechnics and fire routines from the renowned Circus Orange performance troupe. Singer and songwriter Sara Westbrook kicks off the November 14th event at 6pm, and will present a mix of upbeat original songs and seasonal classics before the fiery spectacle envelopes the square. Contributing to the creative vibe, complimentary caricatures and laser etchings will be available to event attendees. Pyro oil drummers, fire entertainers and a death-defying flame-throwing trampoline act lead the way to a choreographed finale that will see the square's 40-foot sculptural tree illuminated with more than 52,000 lights.

Illuminite is a free event that takes place on Saturday, November 14th as part of the Downtown Yonge BIA's Winter Magic festivities. Further information is available at www.wintermagic.ca.



- What:** Illuminite
- Who:** Sara Westbrook and Circus Orange Fire & Pyrotechnics Performers
- When:** Saturday, November 14th, 6:00pm – 7:30pm
- Photo Op:** Crowds enjoy live holiday music and a brilliant fire, trampoline and pyrotechnics show before Illuminite's splendid tree-lighting finale.

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