

For Immediate Release

Downtown Yonge “Discovery Team” Serves as Ambassadors to Tourists and Toronto



Toronto, June 13, 2007: Visitors to downtown Toronto are getting a warm welcome once again this summer thanks to the efforts of the business community. The public’s experience of the Downtown Yonge area is being enhanced by mobile ambassadors who are offering free walking tours and information to visitors.

Even if you are not a visitor, but live or work in the area, the Discovery Team can still show you interesting pieces of Toronto’s history like where many greats like Billie Holiday, Duke Ellington and Frank Sinatra played; where the home of Canada’s largest English Catholic diocese is; who the Romanesque Grotesques represent on the exterior of Old City Hall; and where the only site to host The Beatles in all three of their North American tours is.

These customer service efforts are part of an overall strategy that is making the Downtown Yonge area safer, cleaner, and more inviting for everyone, and re-establishing itself as a vibrant tourist destination in the heart of Toronto.

Mr. Arron Barberian, Chair of the Downtown Yonge B.I.A. says “Downtown Yonge is pulling out all the stops this summer. We’ve further enhanced our Mobile Ambassador Program, we’ve cleaned, we’ve scrubbed, we’ve patrolled the streets for litter, graffiti and crime and we’re fixing-up our properties to improve the visitor experience. Now we’re welcoming the world this summer.”

Highlights of this initiative include:

- Six member team of multi-lingual mobile ambassadors, outfitted in green uniforms saying “ASK ME”, providing information to the public about Downtown Yonge and the rest of Toronto.



**Downtown Yonge
Business Improvement Area**

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- Service available daily 10:00 a.m. to 6:00 p.m. through to Labour Day. Look for the colourful Discovery Team Information Kiosk set up at Yonge-Dundas Square.
- Free one hour walking tours daily, Monday to Sunday at 11:00 a.m. and 3:00 p.m. Tours depart from the North West corner of Yonge-Dundas Square at the Discovery Team Information Kiosk.

"This is a terrific initiative that will send visitors home with the real Toronto story as told by Torontonians," said Mayor David Miller. "The mobile ambassador program is a great complement to the Downtown Yonge area's strong offering of business, shopping and entertainment."

The media is invited to experience Downtown Yonge through a new set of eyes at the launch of the Discovery Team on Wednesday, June 13, 2007 10:00 a.m. at Yonge-Dundas Square; 1 Dundas St E. Details are as follows:

10:00 a.m. Media Check-in – light refreshments served
10:15 a.m. Short Welcome & Photo Opportunity with Discovery Team
10:30 a.m. Walking Tour for interested media (1 hour)

Guests will include:

- Downtown Yonge Discovery Team
- Mr. Ken Gruber, Marketing Committee Chair, Downtown Yonge B.I.A.
- Mr. James Robinson, Executive Director, Downtown Yonge B.I.A.

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