

**NOTE TO DESKS AND EDITORS**

For Immediate Release Thursday, September 27, 2007

Attention Assignment/City/Community/Entertainment/Photo Editors

**A New Look That's More User Friendly**

TORONTO - Downtown Yonge's redesigned website enables the public and business members to easily access information about the area that is relevant to them. Whether it is someone planning a trip to Toronto or a business deciding where to set up shop, [www.downtownyonge.com](http://www.downtownyonge.com) has content catered to every need.

The redesigned website, which reflects Downtown Yonge's vibrant brand, is easier to navigate and has several new useful features and functions. Among them are:

- Access to Yonge Buzz, a bi-weekly hotsheet on current happenings in the area
- Easy registration for the Downtown Yonge Experience Card
- Full listing of events in the district
- Comprehensive business directory
- Expanded photo gallery
- Information Tool Kit on the area

"We are very excited about the new look and functionality of our website," says Executive Director, James Robinson. "It is a great tool in helping anyone meet their shopping, business or entertainment needs in the district. As our users range from members to residents to visitors, we needed a website that would serve all their needs. DFD Solutions, the website creator, put something together that achieved those goals, and we have other exciting additions planned for the New Year."

Downtown Yonge invites everyone to visit and comment on their new website at [www.downtownyonge.com](http://www.downtownyonge.com).

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The Downtown Yonge Business Improvement Area is the association of business and property owners re-establishing the district as Toronto's premier shopping, business and entertainment destination.

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