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Window Wonderland Student Competitors Create Fabulous Festive Displays in Prominent Downtown Window Spaces

- Photo/Video Op -

Toronto, ON – Students from the Ted Rogers School of Retail Management at Ryerson University throw ordinary out the window as they compete to win the Downtown Yonge BIA's Window Wonderland competition, a signature Winter Magic event which challenges students to create imaginative holiday displays for businesses in downtown Toronto. With a budget of just \$100, more than 75 resourceful students will compete for top prize in the challenge, transforming 27 different windows to reflect a 'Winter Adventures' theme. The student window-dressing teams will unveil their creations on Wednesday, November 4th at 10:00am, answering questions about their inspiration and why they should be awarded top honours.

Downtown retailers will feature the made-over windows throughout November, giving shoppers and passerby time to vote for their favourite at www.wintermagic.ca/windowwonderland. The winning window display, as decided by an esteemed judging panel, will be announced on Wednesday, November 25th.

- WHAT:** **Window Wonderland Student Competition**
Window Unveiling and Student Meet & Greet
- WHO:** Ryerson Students and 27 Downtown Yonge Retailers (listed below)
- WHEN:** Wednesday, November 4th, 10:00am – 11:30am
- WHERE:** Start point: Fresh Start Coffee, 655 Bay Street – maps and refreshments provided.

Window Wonderland Participating Retailers:

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- **Great Cooks on Eight** – 401 Bay Street, 8th Floor
- **Great Cooks and the Tea Spot** – 176 Yonge Street, Lower Level
- **Duke of Richmond** – 20 Queen St. West
- **Bb33 Bistro + Brasserie** – 33 Gerrard St. West (Delta Chelsea)
- **Fresh Start Coffee** – 655 Bay Street (NE corner Bay/Elm)
- **Stag Shop** – 239 Yonge Street
- **Pantages Hotel Toronto Centre** – 200 Victoria Street
- **St Louis Bar and Grill** – 595 Bay Street (Atrium on Bay)
- **Mark's Work Wearhouse** – 65 Dundas St. West
- **College Park x2** – 444 Yonge Street
- **Duke of Somerset** – 655 Bay Street
- **Cash Money** – 357½ Yonge Street
- **Arm Candy Casa** – 4 Elm Street
- **Commensal Vegetarian Restaurant** – 655 Bay Street, facing Elm
- **Ryerson University Bookstore x2** – 17 Gould Street (one window facing Victoria)
- **The Queen and Beaver Public House** – 35 Elm Street
- **The 3 Brewers** – 275 Yonge Street
- **Johnny Rockets** – 22 Dundas St. East
- **Sears** – 290 Yonge Street
- **Just Gorgeous** – 444 Yonge St. (Inside College Park lower level)
- **Baton Rouge** – 216 Yonge Street
- **10 Dundas St. East** – 3rd Floor above main entrance
- **Andalous Imports** – 425 Yonge Street
- **Winter Magic Windows x2** – 335 Yonge Street, 2nd Floor

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