

For Immediate Release Friday, March 23, 2007

Attention Assignment/City/Community/Entertainment/Photo Editors

What's All the Buzz About?

Read Yonge Buzz and you'll know.

TORONTO – To all media who dread sifting through pages of releases – the Downtown Yonge Business Improvement Area has the answer for you. It's called *Yonge Buzz*, a bi-weekly hot-sheet on all that's happening in Downtown Yonge, giving you several story ideas all on one page.

Downtown Yonge is an area filled with timely and interesting stories, from the emergence of building developments, to high profile events, to new businesses setting up shop. There are also the numerous initiatives of the Downtown Yonge B.I.A. making the area fun, safe and clean.

People want to know what's going on in the heart of the city, and *Yonge Buzz* will tell you exactly that. "Downtown Yonge is undergoing a renaissance like never before and everyone should know about it," says Executive Director, James Robinson. "Usually negative stories make the headlines, but there are too many good news stories that need to be put out there to show people what a great and thriving place Downtown Toronto actually is."

The City of Toronto will also be on-hand to discuss the Toronto Premier-Ranked Tourist Destination Project, an initiative helping the city define its competitive position. This project will result in tactics to help grow and develop not only Toronto's tourism industry, but also the city's economy as a whole.

Event: The Launch of *Yonge Buzz*

Date: Friday, March 23rd, 2007

Time: 10:30 am – 11:30 am

Location: Canon Theatre – 244 Victoria Street

Speakers: -Ken Gruber, Marketing Committee Chair, DYBIA
-Monica Kocsmaros, Marketing Manager, DYBIA
-Marjo Johne, Copywriter, Yonge Buzz
-Ned Sabev, Policy & Research Consultant, City of Toronto

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For Further Information:

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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.



**Downtown Yonge
Business Improvement Area**

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