



Press Release

June 8, 2010

Entertainment District BIA Launches Summer Movie Nights with TIFF, Free Outdoor Screenings at Metro Square Every Wednesday

The Toronto Entertainment District has launched an exciting new campaign that brings the community together, supports local business and highlights the most visited geographical zone in Canada.

Given the BIA's drive to build upon a sense of community in the district, a new partnership has been formed with TIFF (Toronto International Film Festival), the CN Tower and other supporting partners to launch free outdoor movie nights every Wednesday night at 9:00 pm in Metro Square (near King & John, just west of Roy Thomson Hall) starting June 30th through September 1st. Audiences have the opportunity to spend a "Great Night Out" in the Entertainment District by enjoying a film and exploring local shops, restaurants, lounges, and bars.

The CN Tower has developed an exclusive golden light show to signify the beginning of each film, throughout the summer schedule. In true Hollywood style glamour, each Wednesday night a CN Tower light display will beacon Torontonians to Metro Square at dusk.

"Our primary objective is to build a sense of community, and encourage partnerships while promoting local business," says Janice Solomon, Executive Director of the Entertainment District BIA. "I'm thrilled with this inaugural partnership with TIFF and their generous support of programming a spectacular line up of movies and special guests."

TIFF has curated a playful, eclectic, and engaging series that showcases local partners in the District and offers a glimpse of the type of programming audiences will see in TIFF Bell Lightbox. (Full schedule below)

"We are elated to offer Torontonians of all ages the opportunity to watch free films in the heart of the Entertainment District," said Shane Smith, Director of Public Programmes, TIFF. "This September we are moving to this neighbourhood with the opening TIFF Bell Lightbox. In our new home we will be presenting an exciting range of film programmes and exhibitions and this series is great preview of what is to come".

The BIA will be promoting this community initiative both digitally (Media/SEM/Social Networking/Mobile) and through street level marketing tactics. For further programme details, please visit www.torontoed.com.

For media inquiries please contact

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Full Screening Schedule

The series begins at 9:00 pm on Wednesday, June 30 with a screening of *Breakfast with Scot*, which premiered at the Toronto International Film Festival in 2007. The film tells of a very straight gay couple – Sam, an ex-Toronto Maple Leaf, and Ed, the team's lawyer – whose lifestyle and relationship are shocked when they become the guardians of a flamboyant 11-year-old named Scot. Director Laurie Lynd will be in attendance to introduce the screening, an official Affiliate Event for Toronto's Pride Week.

Screenings continue Wednesday nights at 9:00 pm until September 10. In case of rain or inclement weather, screenings will take place the following day, Thursdays at 9:00 pm.

Date	Film(s)	Director(s)
June 30	<i>Breakfast With Scot</i>	Laurie Lynd
July 7	<i>To Kill A Mockingbird</i>	Robert Mulligan
July 14	<i>Pee Wee's Big Adventure</i>	Tim Burton
July 21	Canadian Shorts Showcase <i>The Translator, Unlocked, Vive La Rose, Big Girl</i> <u>plus a Bravo!FACT 15th Anniversary Celebration:</u> <i>Cattle Call, Pointless Film, Aruba, The Stone of Folly,</i> <i>The Canadian Shield, Record, I Met The Walrus</i>	Various
July 28	TKARONTO	Shane Belcourt
August 4	NFB Spotlight <i>Runaway</i> <i>Lonely Boy</i> <i>Ladies and Gentlemen...Leonard Cohen</i>	Various
August 11	Cairo Time	Ruba Nadda
August 18	Silent Shorts <i>The Heart Of The World</i> <i>Alice In Wonderland</i> <i>Cops and Fatty at Coney Island</i>	Various
August 25	Dragon Hunters	Guillaume Ivernel & Arthur Qwak
September 1	Casablanca	Michael Curtiz

About the Entertainment District Business Improvement Area

Established in 2008, the Toronto Entertainment District Business Improvement Area's (BIA) mandate is to promote, improve, and preserve this dynamic area of Toronto. Benefiting from economic, environmental, and social factors driving downtown growth, the Entertainment District is in the midst of a renaissance, firmly establishing itself as a thriving and vibrant district for living, creating, working, and entertainment.

About TIFF

TIFF is a not-for-profit cultural organization whose mission is to transform the way people see the world through film. Its vision is to lead the world in creative and cultural discovery through the moving image. TIFF generates an annual economic impact of \$135 million CAD and currently employs more than 100 full-time staff and 500 part-time and seasonal staff, and counts upon the largesse of over 2,000 volunteers year-round. TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC and Blackberry, the Government of Ontario, the Government of Canada and the City of Toronto.