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News Release **For Immediate Use**

ENTERTAINMENT DISTRICT BIA INTRODUCES BEST PRACTICES TO NIGHTLIFE BUSINESSES; BIA MEMBERS TO ROLL-OUT DOCUMENT WITH HELP FROM RESIDENT AND ENFORCMENT GROUPS

Guidelines another step in progressive self-management of nightlife for Toronto Entertainment District

(TORONTO, ON) Tuesday July 28th, 2009 – Today, the Entertainment District Business Improvement Area (BIA) announced the completion of their nightlife establishment best practices guidelines. Created in collaboration with the City of Toronto, enforcement agencies**,** local residents and nightlife business owners, the guidelines attempt to introduce a "best-in-class" approach to managing nightlife establishments and further encourage the creation of responsible and safe nightlife entertainment across Toronto's most vibrant neighbourhood.

The follow-up to the BIA's March workshop on nightlife held at CIRCA nightclub, the best practices guidelines will now be rolled-out across the Entertainment District in coordination with participating stakeholders. The document – to be used in conjunction to ongoing monthly stakeholder meetings held by the BIA – has been modeled after similarly successful guidelines used in New York, San Francisco and Vancouver and comes on the heels of the June Responsible Hospitality Institute Conference on Nightlife hosted in Toronto by the Entertainment District BIA.

"This process demonstrates tremendous leadership by the Entertainment District BIA and brings us closer to restoring vitality and vibrancy to nightlife in the area," said Don Rodbard, director and co-founder, King-Spadina Residents Association (KSRA). "The establishments that have participated in this process have demonstrated their commitment to being responsible operators, and while the implementation of the document will take time, it is an encouraging step forward – one that the KSRA fully endorses."

The BIA, together with the BIA Safe Streets Committee and nightlife operators developed the nightlife best practices over a four-month period in consultation with Toronto Police Services, Alcohol and Gaming Commission of Ontario (AGCO), the City of Toronto, Toronto Fire Services and the KSRA.

"This document is about giving nightlife establishment operators more tools to safely and profitably operate their businesses so that they may assist in managing all stakeholder concerns – inside and outside nightlife owned premises across the Entertainment District," added Janice Solomon, executive director, Toronto Entertainment District BIA. "Similar to the pass or fail card that is posted in the City's

restaurant windows, as this document is progressively delivered to our membership, we'd one day like to see a sticker in the windows of the Entertainment District's nightlife businesses so that patrons who visit know they are supporting responsible operators and are in a safe environment where they can be entertained and enjoy themselves."

The nightlife establishment best practices is expected to reach owners and operators across the Entertainment District over the next four months. Street-team and online distribution as well as formal information session held by the AGCO for nightlife operators will be part of the roll-out strategy.

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.

The Entertainment District is comprised of some of the country's most nationally and internationally recognized businesses and culturally significant organizations, including: the CN Tower, the Royal Alexandra Theatre, the Princess of Wales Theatre, the Rogers Centre, the Toronto Blue Jays, the Air Canada Centre, the Toronto Maple Leafs, the Toronto Raptors, the Toronto Rock, the Metro Toronto Convention Centre, Roy Thomson Hall, the Toronto Symphony Orchestra, CTV, CBC, NFB, the Four Season's Centre for the Performing Arts, the National Ballet of Canada, the Canadian Opera Company and the Bell Lightbox (soon to be located at King & John).

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