

Yonge +
St. Clair

Holiday Block Party
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December 13
4 to 8 pm

The Yonge + St. Clair BIA is proud to be hosting its inaugural **Holiday Block Party event on December 13 from 4 – 8pm**. The BIA will bring together live musicians, a santa, an art installation, a map of local activities, and significant promotional coverage to the area for this one-day event.

We're asking all local merchants to join the party and offer a special activation for the event to help make the street as lively as possible, and to encourage local residents and employees to come out and shop the street. We'll include your activation in our promotional material.

Here's an example of some ideas that might work at your store!

Giveaways	Promotions	Events
Candy canes	% off sale	Music
Hot chocolate	Limited time item(s)	Face painting
Cookies	Free gift wrapping	Santa

Please register your Holiday Block Party activation here:

yongestclair.ca/holidays2018

For more information, please contact:

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