



MEDIA RELEASE

Yonge-Dundas Square gets more glow for the holidays

Carnival rides, a 40ft tall Tree of Remembrance, and more



TORONTO, DECEMBER 5, 2023 – Yonge-Dundas Square is set to glow even more with **Winter Glow**, a holiday fun event for all in the heart of Toronto. The event is presented by Yonge-Dundas Square in partnership with The Thornton-Smith Corporation, Astro Amusements, and The Rotary Club of Toronto.

Winter Glow will run from **Thursday, December 14 to Saturday, December 23, from 4 pm to 10 pm on weekdays and 12 pm to 10 pm on weekends**. The event will feature popular carnival rides, including Astro Amusements' brightly lit 45-foot-tall Ferris Wheel and the Great Canadian Carousel, and a midway game. Visitors can also indulge in a variety of carnival treats, including cotton candy, popcorn, candy apples, churros, hot chocolate, and more.

The Rotary Club of Toronto's 40-foot-tall Tree of Remembrance will have hearts aglow, as visitors can donate to get a yellow ribbon to write a message to a loved one and attach it to the tree. This fundraising initiative supports local charities through The Rotary Club of Toronto and its Foundation. *(Note: The Tree of Remembrance and Rotary Club of Toronto volunteers will be on the Square starting December 7 and until December 24).*



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Julian Sleath, General Manager of Yonge-Dundas Square shares, *“Yonge-Dundas Square is known for the bright lights and billboards that surround it, we’re excited to add to that. Winter Glow is a great way to spend an evening out with friends, part of a date night, a spot for family fun, or a holiday shopping break for passersby. We thank our presenting partners for helping us make Winter Glow a reality this holiday season, and we look forward to the possibilities of even more Winter Glow in the future.”*

There will be other surprises throughout Winter Glow, so make sure to follow Yonge-Dundas Square on social media for live updates: @ydsquare, #ydswinterglow

Share the Glow

Visitors are encouraged to share their Winter Glow photos on social media by tagging @ydsquare and using the hashtag #ydswinterglow. Selected photos will be featured on the digital screens located on Yonge-Dundas Square and the Square’s social media during Winter Glow.

Presenting Partners

Ken Rutherford, owner of The Thornton-Smith Corporation, believes that community collaboration is key to maintaining the vibrancy, excitement, and energy that Yonge Street has been known for over the past 100 years. He adds, *“My family has been a member of the Yonge Street business community since 1967 through owning and developing the Thornton-Smith Building. We are excited to partner with Yonge Dundas Square and the Rotary Club of Toronto on Winter Glow, as it will be a wonderful opportunity for residents and visitors to experience the vibrancy of the neighbourhood, while supporting Rotary’s charitable work across our city.”*

Andrew Gidaro, owner and operator of Astro Amusements, shares, *“We have been part of many celebrations across the city over the years, but it has always been a dream of ours at Astro Amusements to bring a carnival feel to Yonge-Dundas Square.”*

Anny-Sandra Hamel, President of The Rotary Club of Toronto, adds, *“This is our second year bringing the Rotary Tree of Remembrance to Yonge-Dundas Square. As people experience the fun and excitement of Winter Glow, we look forward to providing a heartfelt way of remembering loved ones amid all the hustle and bustle of the holiday season.”*

For more information visit: ydsquare.ca/winterglow

Web version of media release: www.ydsquare.ca/blog/winter-glow-release

Winter Glow images can be found [here](#) (images will be added throughout the event).

About Yonge-Dundas Square

Yonge-Dundas Square hosts upwards to 200 event days each year. The Square is designated for use as a public open space and as an event venue that can accommodate events of various sizes.

Yonge-Dundas Square opened in 2004, a result of the City of Toronto, residents, businesses, and community groups working together. In addition to the many community-based festivals, charity and City of Toronto produced events, it's the only civic square in Toronto that welcomes bookings for commercial events and promotions. Yonge-Dundas Square is an agency of the City of Toronto, managed, operated, and maintained by the Yonge-Dundas Square Board of Management. More info at: ydsquare.ca/about-us

About The Thornton-Smith Building

The Thornton-Smith Building, owned by community advocate Ken Rutherford, is a vibrant heritage property located in the heart of Toronto at 340 Yonge Street. The building was designed in 1922 by John M. Lyle for the Thornton-Smith Company, an exclusive furniture and design firm. Lyle, who later added The Royal Alexandra Theatre and Union Station to his portfolio, received the first gold medal awarded by the Ontario Association of Architects for this building, along with recognition in architectural journals in London and New York. More info at: thorntonsmithretail.ca

About Astro Amusements

Astro Amusements is a family-owned and operated midway provider operating in and around the Greater Toronto Area since 1979. We specialize in providing midway rides, games, and concessions to local events and festivals both large and small and are specifically the most widely used provider for local BIA street Festivals. More info at: astroamusements.ca

About the Rotary Club of Toronto

Rotary is a worldwide organization of more than 1.3 million business, professional, and community leaders in 200 countries, who make a difference in the communities in which they live. At over 170 members strong, The Rotary Club of Toronto is one of the largest Clubs in Canada and oldest Rotary clubs in the world. Our members develop exciting community service projects that address many critical issues, including children at risk, poverty and hunger, urban violence, illiteracy, drug abuse, and many more. More info at: rotarytoronto.com

For more information about Winter Glow or to arrange an interview, contact:

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