



## **Lowe's Toronto Christmas Market brings magic and romance to Toronto**

**November 16, 2011 (Toronto)** – The Distillery Historic District, already a place of character and charm, will be transformed into a magical and romantic setting from December 2 to 18 with the return of the Lowe's Toronto Christmas Market. The event, which attracted more than 110,000 visitors in its inaugural year in 2010, recreates the sights, sounds and smells of a traditional European Christmas market.

This free event is inspired by the Old world and influenced by the New with magical lighting, a 45 foot tree decorated with over 18,000 lights, a variety of diverse vendors featuring food and merchandise from around the world, a Ferris wheel and carousel, outdoor fire pits, heated outdoor beer and mulled wine gardens and a variety of family-friendly entertainment.

"The event takes people to a different time and place," said Mathew Rosenblatt, one of the creators of the Christmas Market. "That's a large part of the charm and something that was possible to create thanks to the beauty of The Historic Distillery, the context of the season and the authentic layering of so many enchanting Christmas elements. I truly believe there's no better time or place to experience the magic we once felt as children."

With the help of sponsors and local merchants, event organizers will offer a range of programming to appeal to a diverse audience, regardless of age or interest. This year's festival will feature free concerts with special guest musical performances on Thursday, Friday and Saturday evenings at 7 p.m. presented by OLG. Artists who will take to the stage include David Usher, Matt Dusk, Suzie McNeil, David Myles, Mark Masri, Sean Jones and Amanda Martinez.

The Lowe's Toronto Christmas Market will offer a range of activities for children. Santa's Lane will feature a fairy tale forest maze, Santa's House with Santa and his Elves, a reindeer petting zoo, Santa's Elves Workshop and appearances by the Christmas Angel. In addition, children are invited to join in the celebrations of St. Nicholas Day on December 5 and Saint Lucia Day on December 14, both beginning at 6pm.

For more information, visit [www.torontochristmasmarket.com](http://www.torontochristmasmarket.com). Like 'The Toronto Christmas Market' on Facebook and follow @Distillery\_TO on Twitter for frequent updates.

**About Lowe's Toronto Christmas Market**

The Lowe's Toronto Christmas Market takes place at the Distillery Historic District in downtown Toronto from December 2 to 18, 2011. The event recreates the magic of traditional European Christmas markets that began in the early 1400s. The first festival in Toronto took place in 2010 featuring family-friendly entertainment, food and merchandise from around the world, outdoor heated beer and mulled wine gardens and a 45 foot Christmas tree decorated with over 18,000 lights.

**For more information:**

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