



Lowe's Toronto Christmas Market attracts valuable business partners in its second year

November 22, 2011 (Toronto) – Lowe's, the home renovation leader, returns as title sponsor of the Lowe's Toronto Christmas Market taking place from December 2 to 18, 2011. Lowe's was the title sponsor of the inaugural event in 2010, which attracted more than 110,000 visitors and met unanimous praise.

"We're excited that Toronto has joined the list of cities currently hosting Christmas markets around the world, and that as title sponsor, Lowe's will be part of this special event for the second year in a row," said Alan Huggins, president of Lowe's Canada.

Lowe's is also proud to be the presenting sponsor of Santa's Elves Workshop, which will feature family friendly activities on site including: Lowe's Build & Grow Clinics, Christmas Colouring Books, holiday-themed Arts & Crafts and letter writing to Santa.

OLG and MasterCard join the group of premium sponsors at this year's event. OLG is presenting free concerts on Thursday, Friday and Saturday nights at 7 p.m. featuring David Usher and Matt Dusk, to name a few. MasterCard cardholders will receive exclusive free gift wrapping at Lowe's Toronto Christmas Market when they purchase items with their card over the 17-day event.

In addition to the support of the business community, the Lowe's Toronto Christmas Market has also received valuable contributions from the provincial government to make the event a reality. The Province of Ontario has assisted with this year's event through Celebrate Ontario and Ministry of Tourism and Culture grants.

"The Lowe's Christmas Market offers a magical experience for everyone," said Mathew Rosenblatt, one of the creators of the Lowe's Toronto Christmas Market. "It's something that every sponsor wants to be associated with and the result of a perfect alignment between our location and the uniqueness of a European Christmas Market in downtown Toronto."

Features of the event include international food and merchandise, heated outdoor beer and mulled wine gardens, children's entertainment at Santa's Lane and a signature 45-foot tree.

For a complete list of sponsors, visit www.torontochristmasmarket.com. Like 'The Toronto Christmas Market' on Facebook and follow @Distillery_TO on Twitter for frequent updates.

About Lowe's

Founded in 1946 and based in Mooresville, N.C., Lowe's Companies Canada, ULC first opened Canadian stores in December 2007. Lowe's now operates 29 stores in Ontario, Alberta, Saskatchewan and British Columbia with more than 4,500 employees company-wide. In 2005, Lowe's announced plans to open its first stores in the Greater Toronto Area, with as many as 100 stores across Canada over time.

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 aims to recreate 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.

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