



**FACT SHEET**

## **Lowe's Toronto Christmas Market 2011**

<b>DESCRIPTION:</b>	The Lowe's Toronto Christmas Market brings the magic, heritage and charm of a traditional European Christmas Market to Toronto.
<b>DATES:</b>	Friday, December 2 to Sunday, December 18, 2011
<b>TIMES:</b>	Monday to Friday – Noon to 9:00 p.m. Saturday and Sunday – 10 a.m. to 9:00 p.m.
<b>LOCATION:</b>	Distillery Historic District 55 Mill Street, Toronto ON
<b>WEBSITE:</b>	<a href="http://www.torontochristmasmarket.com">www.torontochristmasmarket.com</a>
<b>TWITTER:</b>	@Distillery_TO
<b>FACEBOOK:</b>	Search 'The Toronto Christmas Market'
<b>YEAR OF FIRST EVENT:</b>	2010
<b>2010 ATTENDANCE:</b>	More than 110,000 people
<b>NUMBER OF VOLUNTEERS:</b>	80
<b>NUMBER OF VENDORS:</b>	35
<b>VENDOR OFFERINGS:</b>	Hot food, specialty treats, handcrafted items and other traditional merchandise from around the world
<b>FEATURED AREAS:</b>	Outdoor heated beer and mulled wine gardens Santa's Lane European Food and Gift Vendors Free Concerts presented by OLG on Thursday, Friday and Saturday evenings at 7pm (excluding opening night) MasterCard Complimentary Gift Wrapping Station
<b>SPECIAL FEATURES:</b>	45 foot Christmas tree decorated with 18,000 lights donated by Trees Ontario Magical lighting and seasonal décor A variety of musical entertainment, including headlining performers on Thursday, Friday and Saturday evenings Ferris wheel overlooking Distillery Historic District and Merry-go-round Children-focused entertainment and activities

**TITLE SPONSOR:** Lowe's

**PREMIUM SPONSORS:** OLG  
MasterCard  
Province of Ontario  
The Distillery Historic District

**OFFICIAL HOTEL PARTNERS:** The Westin Harbour Castle (1 Harbour Square, Toronto ON)  
Le Méridien King Edward Hotel (37 King Street East, Toronto)

**PARTICIPATING CHARITIES:** Toronto Star Santa Claus Fund  
Daily Bread Food Bank