



Broadview Danforth BIA launches Fall Thrill of the Chill!

For Immediate Release

October 21, 2020 - TORONTO - It was announced today that on **Saturday, October 24**, the Broadview-Danforth BIA will be launching the "Fall Thrill of the Chill" initiative in an effort to support businesses in the area as temperatures dip.

Starting Saturday, people can visit any of the BIA's outdoor restaurant patios and receive a complimentary thermal blanket. Each blanket also comes with a \$5 Broadview Danforth gift certificate that you can use at any of the BIA businesses, whether it be restaurants, retailers, salons, food services, etc.

"We are looking forward to welcoming guests to patios this weekend and supporting our local restaurants," said BIA Chair Albert Stortchak. "Not only do patrons get a thermal blanket to keep them toasty, but they also walk away with a \$5 gift card to spend anywhere in the area. It's our hope that this will drive customers to our restaurants despite the chilly weather."

Councillor Paula Fletcher (Ward 14, Toronto Danforth) will be launching the program at 2:30PM at the Dora Keogh Pub at 141 Danforth Avenue. The Fall Thrill of the Chill will continue while supplies last.

About the Broadview Danforth BIA

The Broadview Danforth BIA boasts over 350 shops, restaurants and services along Danforth Ave. from Broadview Ave. to Hampton Ave. and along Broadview Ave. north to Pretoria Ave., and south to Dearborne Ave. The BIA works to promote and provide an urban destination neighbourhood for delicious food, entertaining theatre, lively pubs, romantic cafés and distinctive shops and services.

For more information and all media inquiries, please contact:

Angie Power
Route 504 PR
angie@route504pr.com
647.969.6025