



# The Broadview Danforth BIA Wants Everyone to #ThinkOutsideTheBigBox

**For Immediate Release**

December 9, 2020 - TORONTO - It was announced today that on **Friday, December 11** the Broadview Danforth BIA will be participating in a city-wide initiative urging consumers to “Think Outside the Big Box”.

At noon on Friday, members of the Broadview Danforth BIA will be standing outside of their shops, restaurants, salons, and studios for 30 minutes with signs in an attempt to bring attention to the continued struggles faced by small businesses amid a second lockdown.

“This Saturday would traditionally have been the busiest shopping day of the year,” said BIA Chair Albert Stortchak. “While the big box stores continue to operate through the pandemic, it’s the small business owner that once again suffers by having to shutter in what would normally be their most profitable time of year. We hope that the government will consider modifying the current restrictions to allow these businesses to operate under an ‘Appointment Shopping’ model. This would allow one or two customers on the premises at a time, with ample time to properly disinfect between appointments. We’re asking the government to think outside the box on this.”

The Broadview Danforth BIA has been a leader in the fight for the rights of small business owners during COVID. It is more important now than ever to buy local. The BIA is encouraging residents in the community to come out on Friday at noon to show their support of local businesses.

## **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.

#ThinkOutsideTheBigBox

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