



TORONTO WATERFRONT
REVITALIZATION CORPORATION

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Ontario



TORONTO UNVEILS WATERFRONT MAKEOVER WITH 10-DAY “QUAY TO THE CITY” EXTRAVAGANZA

Four-storey “Arc de Triomphe” looms over kilometer of green space and bike path as Waterfront Corporation begins its action phase

Toronto, ON August 11, 2006 – The Honourable Michael Chong, President of the Queen's Privy Council for Canada, Minister of Intergovernmental Affairs and Minister for Sport, on behalf of the Honourable John Baird, President of the Treasury Board of Canada and the federal Minister responsible for the Toronto Waterfront Revitalization Initiative, David Caplan, Ontario Minister of Public Infrastructure Renewal, and Toronto Mayor David Miller, today joined Peter Smith, interim chair of Toronto Waterfront Revitalization Corporation (TWRC) to officially launch the 10-day Quay to the City: Summer '06.

The opening of the event saw each of the ministers join the mayor in painting a stripe that completed the Martin Goodman Trail – a popular bike path that will extend along the waterfront's most southerly street, Queens Quay, from York Street to Spadina Avenue. For 10 days, the temporary installation will replace car traffic with bicycle lanes and a kilometer-long stretch of 12,000 red geraniums and picnic grass. A four-storey sculpture built with bicycles will mark what some are calling the largest art installation in Toronto's history.

“Unifying the many wonderful elements of the waterfront remains one of our primary goals with any of our revitalization projects,” said TWRC interim chair Peter Smith. “More than a century of fragmented development cut people off from the lake. As the Waterfront Corporation enters its action phase, we can now use our learning, public consultation and the cooperation of all levels of government to make the waterfront as vibrant as so many of the other great neighbourhoods in the city.”

“Canada's new Government is committed to the revitalization of the Toronto waterfront and what better way to showcase the waterfront than 10-days of fun, activities and events,” said Minister Chong. “This Quay to the City Extravaganza is a great way for us to show Torontonians and all Canadians how we are pulling together and helping build the great waterfront this city deserves.”

Quay to the City kicks off on Saturday with a walking tour with Adriaan Geuze, the lead architect of the new urban design, who also spoke at the opening. Other free events include waterfront tours aboard a tall ship, August 12 and 13, canoeing and kayaking lessons, August 19 and 20. Free outdoor movie nights will feature *Jaws* on August 15 and *Pirates of the Caribbean: Curse of the Black Pearl*, August 17. After running through two weekends, the event will close with a free concert August 20 featuring jacksoul.

Family events include a kid's bike decorating event and parade August 19, a 5K family fun run and walk on August 20, as well as professional sand sculpting and "rock art" during the week. Downloadable event listings are available at www.towaterfront.ca or by calling 416-214-1480 for daily event updates.

"The renaissance of Toronto's waterfront is beginning right before our eyes, in projects that the provincial and federal governments, the City of Toronto and the Toronto Waterfront Revitalization Corporation are working on together," said Minister Caplan. "The Toronto waterfront is a priority for the McGuinty government because a revitalized waterfront is key to strengthening the city."

"Returning the waterfront to the people of Toronto has always been one of my top priorities," said Mayor David Miller. "Quay to the City is an event that will showcase this magnificent natural jewel."

The temporary installation is part of a permanent design that will transform Queens Quay by providing continuous public access along the water's edge and extending the Martin Goodman Trail. The design was the unanimous winner of a juried competition won in June by a team led by West 8 urban design & landscape architecture, which includes Toronto-based firm du Toit Allsopp Hillier.

Toronto Waterfront Revitalization Corporation

The Government of Canada, the Province of Ontario and the City of Toronto established TWRC in 2001 to oversee and lead the renewal of Toronto's central waterfront. For more information visit www.towaterfront.ca

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