

# Canada's Sugar Beach



September 8, 2010



**WATERFRONT**Toronto

# Extensive Media Coverage: Print and Radio

**NATIONAL POST**

Sugar beach is sweet and timely

**TORONTO SUN**

Life is sweet on Sugar Beach

**THE GLOBE AND MAIL**  Sugar Beach is one refined place

**TORONTO STAR**

Sugar Beach a sweet victory for the City

**TORONTO SUN**

Waterfront Renaissance

**TORONTO LIFE**

Toronto's newest beach opens

**NATIONAL POST**

Sweet changes on the waterfront

**THE GLOBE AND MAIL**  Sugar Beach is Fab...

**TORONTO STAR**

The Chairs of Sugar Beach

**NOW**

Sugar Beach Sensational

**TORONTO LIFE**

Sixteen things to do in Toronto before summer is over

**NEWSTALK 1010**

New urban park opened on waterfront

**CBC Radio-Canada**

Out with the concrete in with the sand

**680News ALL NEWS RADIO**

Former Parking Lot is Toronto's newest beach



**WATERFRONT**Toronto

**AZURE**  
DESIGN | ARCHITECTURE | INTERIORS | CURIOSITY

Now open: Toronto's Sugar Beach

# Extensive Media Coverage: Broadcast



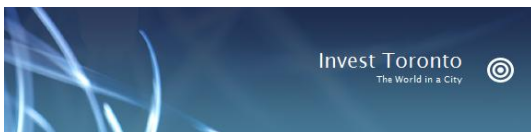
# Strong Social Media Presence: Blogs



10 things to do in Toronto before summer is over



Canada's Sugar Beach opens in the nick of time



A good day for Toronto



Sugar Beach an urban oasis



Baby...You so sweet!! Sugar Beach opens in Toronto



Sugar Beach Waterfront Revitalization

# Strong Social Media Presence: Twitter



“Wanna go see Sugar Beach. I read it's nice there to just chill. Beach in dtown TO.”

“Interesting concept - anyone been to "Sugar Beach" in #Toronto? RT @Richard\_Florida”

“Sugar Beach now open. Beautifully planned and executed artificial space. Perfect public park.”

“Tonight I have a date at Sugar Beach which just sounds lovely.”

“@HipUrbanGirl - there's still lots of good weather left to hit Sugar Beach :)”

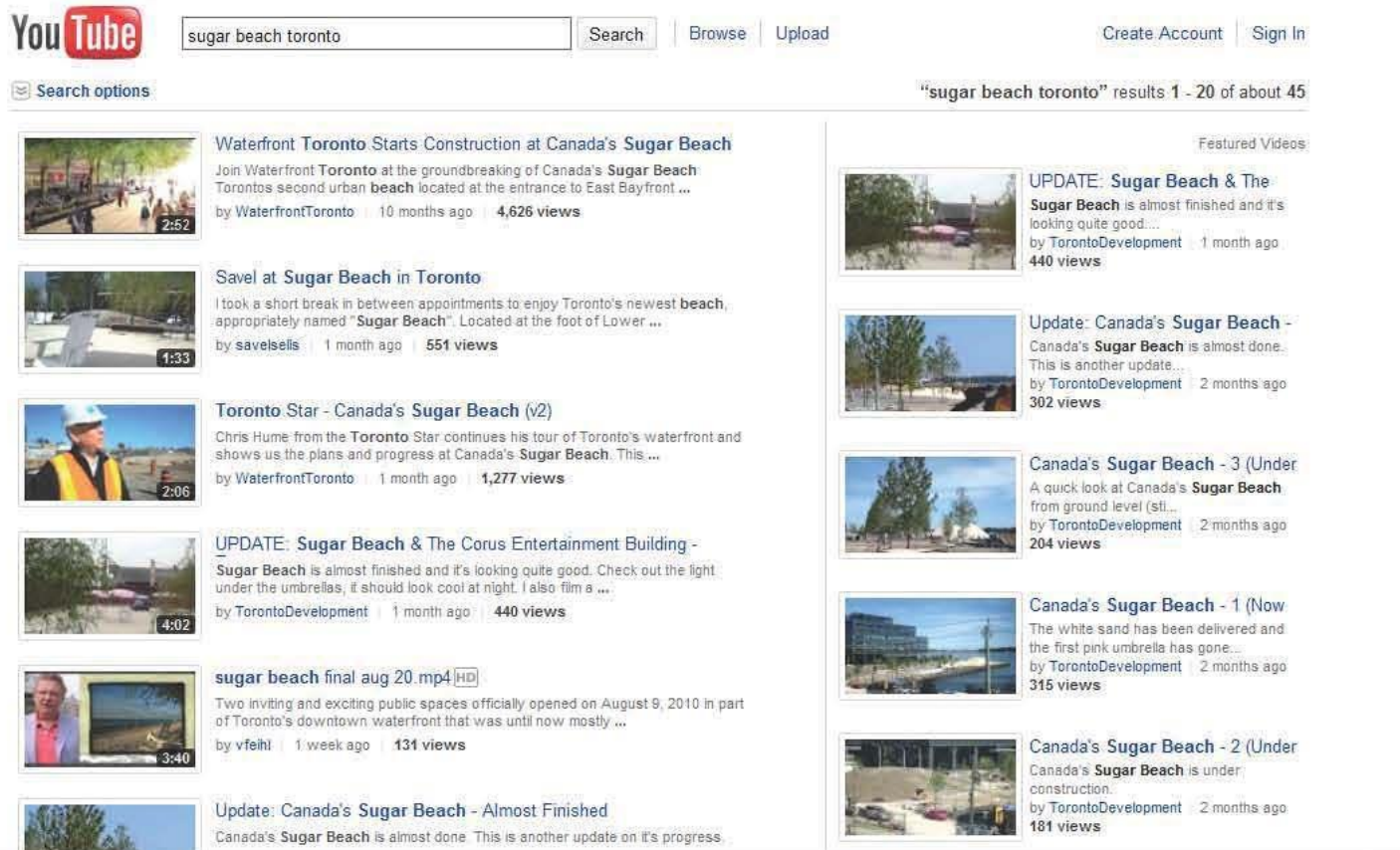
“View from Sugar Beach. Is this sand actually sugar?”

“Looks like Sugar Beach -- Is this really Toronto?”

“Have u been to Sugar Beach? I love it there soooooo relaxing.”



# Strong Social Media Presence: YouTube



The screenshot shows a YouTube search results page for the query "sugar beach toronto". The search bar at the top contains the text "sugar beach toronto" and is flanked by "Search", "Browse", and "Upload" buttons. On the right side of the search bar, there are links for "Create Account" and "Sign In". Below the search bar, the text "Search options" is visible on the left, and "“sugar beach toronto” results 1 - 20 of about 45" is on the right. The main content area is divided into two columns. The left column contains a list of video results, each with a thumbnail, title, description, and view count. The right column is titled "Featured Videos" and contains a similar list of video results. The video titles include "Waterfront Toronto Starts Construction at Canada's Sugar Beach", "Savel at Sugar Beach in Toronto", "Toronto Star - Canada's Sugar Beach (v2)", "UPDATE: Sugar Beach & The Corus Entertainment Building - Sugar Beach is almost finished...", "sugar beach final aug 20. mp4 [HD]", "Update: Canada's Sugar Beach - Almost Finished", "UPDATE: Sugar Beach & The Sugar Beach is almost finished...", "Update: Canada's Sugar Beach - Canada's Sugar Beach is almost done...", "Canada's Sugar Beach - 3 (Under from ground level (sti...)", "Canada's Sugar Beach - 1 (Now The white sand has been delivered...", and "Canada's Sugar Beach - 2 (Under Canada's Sugar Beach is under construction)".

**YouTube** |  |  |  |  | [Create Account](#) | [Sign In](#)

Search options | "sugar beach toronto" results 1 - 20 of about 45

**Waterfront Toronto Starts Construction at Canada's Sugar Beach**  
Join **Waterfront Toronto** at the groundbreaking of Canada's **Sugar Beach** Toronto's second urban **beach** located at the entrance to East Bayfront ...  
by [WaterfrontToronto](#) | 10 months ago | **4,626 views**

**Savel at Sugar Beach in Toronto**  
I took a short break in between appointments to enjoy Toronto's newest **beach**, appropriately named "**Sugar Beach**". Located at the foot of Lower ...  
by [savelis](#) | 1 month ago | **551 views**

**Toronto Star - Canada's Sugar Beach (v2)**  
Chris Hume from the **Toronto Star** continues his tour of Toronto's waterfront and shows us the plans and progress at Canada's **Sugar Beach**. This ...  
by [WaterfrontToronto](#) | 1 month ago | **1,277 views**

**UPDATE: Sugar Beach & The Corus Entertainment Building - Sugar Beach is almost finished and it's looking quite good.** Check out the light under the umbrellas, it should look cool at night. I also film a ...  
by [TorontoDevelopment](#) | 1 month ago | **440 views**

**sugar beach final aug 20. mp4 [HD]**  
Two inviting and exciting public spaces officially opened on August 9, 2010 in part of Toronto's downtown waterfront that was until now mostly ...  
by [vfeihl](#) | 1 week ago | **131 views**

**Update: Canada's Sugar Beach - Almost Finished**  
Canada's **Sugar Beach** is almost done. This is another update on it's progress.

**Featured Videos:**

**UPDATE: Sugar Beach & The Sugar Beach is almost finished and it's looking quite good...**  
by [TorontoDevelopment](#) | 1 month ago | **440 views**

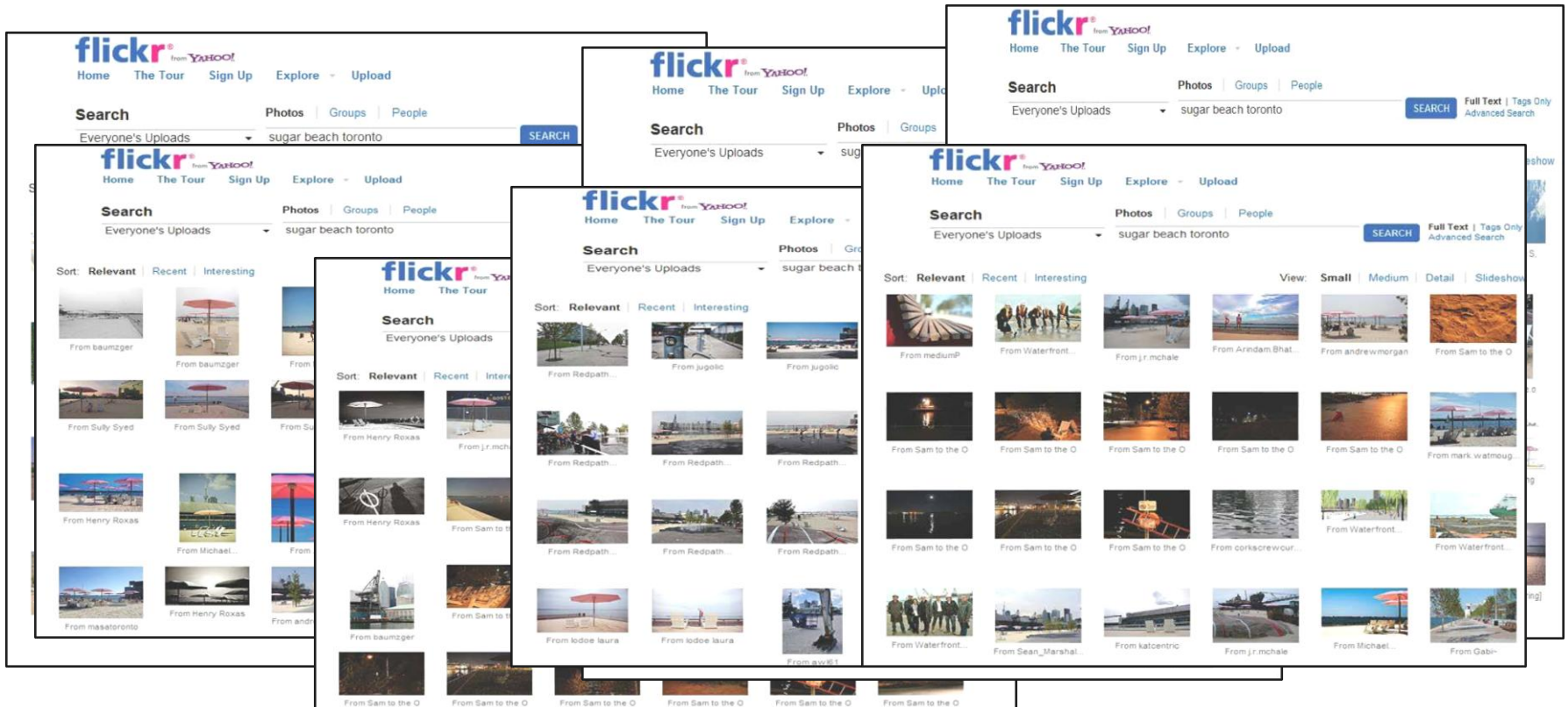
**Update: Canada's Sugar Beach - Canada's Sugar Beach is almost done. This is another update...**  
by [TorontoDevelopment](#) | 2 months ago | **302 views**

**Canada's Sugar Beach - 3 (Under from ground level (sti...**  
A quick look at Canada's **Sugar Beach** from ground level (sti...  
by [TorontoDevelopment](#) | 2 months ago | **204 views**

**Canada's Sugar Beach - 1 (Now The white sand has been delivered and the first pink umbrella has gone...**  
by [TorontoDevelopment](#) | 2 months ago | **315 views**

**Canada's Sugar Beach - 2 (Under Canada's Sugar Beach is under construction.**  
by [TorontoDevelopment](#) | 2 months ago | **181 views**

# Strong Social Media Presence: Flickr



More than 400 Sugar Beach Photos Uploaded to Date

# It's Become Part of the Fabric of the City

TORONTO STAR

## Back to School

**"CARING IS COOL"**  
See fall on display in Toronto's top CEA high schools, as students raise funds for projects at home and abroad, U3

**BACK FROM THE BEACH**

### Sugar & spice

Mix and match to create your look and match your mood

**FIRST STEPS**  
**Experts say JK kids will thrive**

That same genetic wiring all-day classes will be too much for their little bodies.

**Back to school** is a time when many parents worry about their children's academic performance. Experts say that young children (JK kids) will thrive in all-day classes, but it's important to monitor their stress levels and ensure they have enough rest and playtime. The article discusses the benefits of all-day classes and provides tips for parents to support their children's learning.

## BACK TO SCHOOL

**CHOOSE YOUR LOOK, THEN HIT THE BOOKS**

### Dare to be different

Funky, fun, feisty or frilly? This fall's fashions let you be whoever you want to be

**Back to school** is a time when many parents worry about their children's academic performance. Experts say that young children (JK kids) will thrive in all-day classes, but it's important to monitor their stress levels and ensure they have enough rest and playtime. The article discusses the benefits of all-day classes and provides tips for parents to support their children's learning.



WATERFRONToronto



# It's Become Part of the Fabric of the City

The screenshot shows a Windows Internet Explorer browser window displaying search results for "sugar beach" on The Weather Network website. The browser's address bar shows the URL: `http://www.theweathernetwork.com/index.php?products=your_weather&pagecontent=searchresults`. The page features a navigation menu with categories like Weather, Travel, Roads, Home & Garden, Activities, and Health & Environment. A search bar contains the text "sugar beach". Below the search bar, there are three search results:

- View from Sugar Beach**  
Posted by: JimH // August 12, 2010  
Toronto, Ontario // Shot: August 12, 2010  
1195 views  
New Toronto beach opens just east of Redpath plant
- A Sugar Beach Evening**  
Posted by: Brenda // January 16, 2010  
Kihai, Hawaii // Shot: January 10, 2010  
3529 views
- A Sugar Beach Morning**  
Posted by: Brenda // January 16, 2010  
Kihai, Hawaii // Shot: January 10, 2010  
2606 views

The results are sorted by "Latest". At the bottom of the search results, it says "Results: 1 - 3 of 3". A large, semi-transparent image of a beach scene with pink umbrellas and a sailboat is overlaid on the right side of the browser window. The browser's status bar at the bottom shows "Internet | Protected Mode: On" and a zoom level of "100%".


# It's Become Part of the Fabric of the City

Feedback

ourfaves Find faves by: [Category](#) | [Neighbourhood](#) | [Groups](#) | [write a review](#)

Search for something like "pizza," or "restaurants" **Near** somewhere like "Toronto, Ontario"

Home | [Active Life](#) | [Beaches & Waterfronts](#) | [Canada's Sugar Beach](#) | [Bookmark or Share](#)




**Canada's Sugar Beach**  
Rate It: ★★★★★  
1 reviews


Foot of Lower Jarvis Street, south of Queens Quay  
Toronto, ON  
[Website](#)

[add to list](#)

click here to join and get \$50 in FREE driving.



click here to join and get \$50 in FREE driving.



Family and **TORONTO** Outdoor Club

details for this place

Price Free | Parking Street

[Share](#) | [Edit business information](#)

**Member Login**

Username:

Password:

Remember Me

[Help](#) [Sign Up](#)

---

**Home/Calendar**

[Viewsite](#)

---

**About TOC**

[General Info](#)  
[Volunteers](#)  
[Partners and Sponsors](#)  
[Statistics](#)  
[FAQ](#)  
[How You can Help](#)  
[Newsletters](#)  
[Contact Us](#)

---

**Membership**

[Membership Info](#)  
[Rules](#)  
[Waiver](#)  
[Signup](#)  
[Member Login](#)

---

**Events**

[Upcoming Events](#)  
[Past Events](#)  
[Difficulty Ratings](#)  
[Event Checklists](#)  
[Etiquette Guidelines](#)  
[Payment info](#)

---

**Other**

Early bird, Kid-Friendly - Life's a Sugar Beach Stroll w/FREE pancakes - Sat, Aug 14 2010

[Print-Friendly Version](#)  
[Download to your Outlook Calendar](#)  
[Four routes informations en français, s'il vous plaît contactez Jenn à francais@torontooutdoorclub.com.](#)

**PRE-REGISTRATION REQUIRED:** Once you've reviewed the event details, and decided you'd like to join us, you **MUST** sign up at the bottom of this page. You are STRONGLY encouraged to read this page in its entirety before signing up. If you'd like to attend, we ask that you abide by our rules and procedures as a time/cost saving process (with an end result of keeping membership fees and lower cost events).

**The Basics:**  
Event Type: Urban Hike  
Event Location: Entrance to Castle Frank Subway Station  
Date(s) & Time: Sat, Aug 14 2010 7:00 AM  
Registration Cut Off: Sat, Aug 14 2010 6:00:00 AM  
Event Duration: 3 hours  
Difficulty Rating: D1: Easy  
Event Coordinator(s): Nicolas Bello  
Member Cost: You must be logged in to get the Event Coordinator contact information. Voluntary Donation Only (See Below)

**Participant Info:**  
Who's Invited: Members Only, All Ages Welcome  
Maximum Group Size: 10  
Minimum Group Size: 1  
Number Registered So Far: 10 (To see who's signed up, log in to the Member Area)  
Are Dogs Permitted: Yes

**Itinerary:**

Toronto's an amazing city by the lake although sometimes it is hard to tell because we've failed to capitalize on that for so long. On this kid-friendly urban hike we'll be checking out Toronto's newest urban beach, [Sugar Beach](#) that just opened this month. As well as H2O park from 2007.

Along the way we'll also see things like the Pawsway, Music Garden, CAMH's Queen Street redevelopment project, the Dufferin 'jog' removal and much more.

Tuesday September 7, 2010

**toronto** ActiveLife.com

Kids Zone | Baby Zone | Dog Zone | Educators Zone | About Us | Contact Us | Sign Up

SEARCH:

[Listings](#) | [Articles](#)

[ARTICLES](#) | [KIDS DIRECTORY](#) | [EVENTS + ENTERTAINMENT](#) | [CONTESTS](#) | [RESOURCES](#)



**Canada's Sugar Beach**  
By: Toronto4Kids

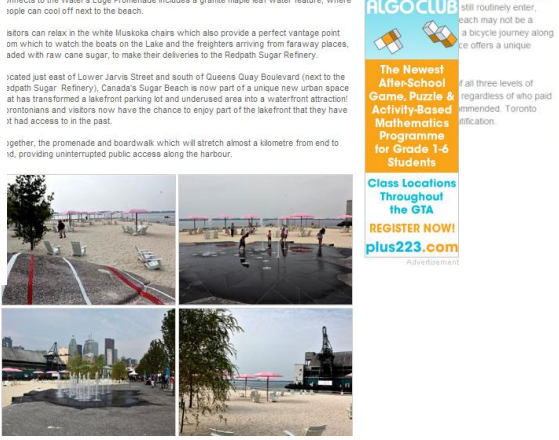
In early August, Canada's Sugar Beach was opened to the public! Once a parking lot, Sugar Beach is the latest project in the revitalization of the Toronto Waterfront.

Canada's Sugar Beach is like three parks in one and includes a plaza, an urban beach and a tree-lined promenade. Quartz has been added to the sand, creating a sparkling sugar crystal effect. The sugar theme continues with candy stripes on the large granite rocks with the added touch of pink umbrellas. The tree-lined promenade that runs diagonally through the park and connects to the Water's Edge Promenade includes a granite maple leaf water feature, where people can cool off next to the beach.

Visitors can relax in the white Muskoka chairs which also provide a perfect vantage point on which to watch the boats on the Lake and the freighters arriving from faraway places, added with raw cane sugar, to make their deliveries to the Redpath Sugar Refinery.

Located just east of Lower Jarvis Street and south of Queens Quay Boulevard (next to the Redpath Sugar Refinery), Canada's Sugar Beach is now part of a unique new urban space that has transformed a lakefront parking lot and underused area into a waterfront attraction. Frontonians and visitors now have the chance to enjoy part of the lakefront that they have had access to in the past.

Together, the promenade and boardwalk which will stretch almost a kilometre from end to end, providing uninterrupted public access along the harbour.



**Awakening Children's Math Sense One Mind at a Time**



**ALGO CLUB**

The Newest After-School Game, Puzzle & Activity-Based Mathematics Programme for Grades 1-6 Students

[REGISTER NOW!](#)  
[plus223.com](#)

Advertisement

at all three levels of regardless of who paid participation.

**Class Locations Throughout the GTA**  
[REGISTER NOW!](#)  
[plus223.com](#)

**DETOURIST GUIDE BLOG**

**SUGAR BEACH: TORONTO'S NEWEST URBAN BEACH**

BY ANDREW ON AUGUST 16, 2010



you can feel the Ohio-quarried, sant feeling

edges Bay playing ak. I also cherish public the opening of



HOME  
ABOUT  
CONTACT



SEARCH:

LATEST TWEET

Please wait while my tweets load from Twitter. If you can't wait or nothing appears, check me out on Twitter

DG ARCHIVE

- ★ September 2010 (5)
- ★ August 2010 (12)
- ★ July 2010 (31)
- ★ June 2010 (31)
- ★ May 2010 (16)
- ★ November 2009 (1)
- ★ October 2009 (2)
- ★ September 2009 (3)
- ★ August 2009 (1)
- ★ July 2009 (1)

