



## **Media Advisory – Photo/Interview Opportunity – Open Streets TO Kickoff**

TORONTO, August 15, 2014 – Join event organizers, participants, and community leaders at Toronto's inaugural edition of Open Streets, the city's largest free outdoor recreation event.

Spokespeople will be available for interviews.

**When:** Sunday, August 17, 2014 at 10:00 a.m. EST

**Where:** The corner of Yonge and Bloor

**Who:** Kristyn Wong-Tam, Toronto City Councillor  
Gil Penalosa, Executive Director, 8-80 Cities  
Emily Munroe, Co-Chair, Open Streets TO

Yonge and Bloor will be the site of Open Streets TO's "Selfie Station", where participants can snap a self-portrait on their city's most iconic streets from a fresh perspective – where car traffic is replaced with people traffic. For those arriving without suitable Open Streets transportation, The Toronto Parking Authority's Bike Share Toronto program will be offering 1,000 free 24-hour passes to its public bikes.

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