

— INFORMATION PACKAGE



YOUTH DAY | T.O. 13

The largest Youth Festival of its kind
- deemed by media

SUNDAY JULY 21, 2013

from 11am to 11pm **YONGE-DUNDAS SQUARE**

INCLUDING A
**YONGE ST.
CLOSURE**



The 7th annual FREE FAMILY FESTIVAL featuring our Youth's talents in
music | dance | art | photography



youthdaytoronto.com

Produced by KPYO on behalf of Celebrations of Youth Organization



— INTRODUCTION



YOUTH DAY is a family festival at Yonge-Dundas Square in the heart of downtown Toronto that attracts some 30,000 visitors annually. It celebrates the positive achievements of young aspiring artists and encourages them to find their passion in the arts. Some 100 acts and over 400 youth aged 14 to 24 showcase their talent in music & dance across 2 outdoor stages and their art & photography in the Youth Gallery.

The 10-hour non-stop celebrations are free for both the public and participants, and are exclusively enabled by Corporate Champion brands and like-minded volunteers that help young people find a passion and direction in the arts. Supporting celebrities from Canadian recording artists to industry professionals to community leaders to influential sports figures also lend their time and encouragement.

YOUTH DAY has become an official annual "Event of Municipal Significance" for the City of Toronto, and is deemed the largest youth festival of its kind by the media. Now entering its 7th year, YOUTH DAY has hosted more than 100,000 people since its inception.

There is something for everyone at YOUTH DAY from rock to country to jazz, to all styles of dance to appreciate – even a live Fashion Show. Additionally, an unprecedented Yonge Street closure accommodates the popular food, artisan vendor and information booths from Dundas south to Shuter.

YOUTH DAY is promoted and covered by both main stream and specialized media; by Tourism; in the schools, Colleges and Universities; all libraries; supporting City branches such as Toronto Police Services, Toronto Fire and Crime Stoppers; community Youth organizations, and extensively on-line.

The overwhelming success of YOUTH DAY has not only provided for a free platform to build self-esteem – as many returning participants year after year describe the event – "YOUTH DAY is not just a day; it is life changing..."

music

dance

art

photography

BE PART OF IT !



A Spectacular Unprecedented Showcase of Variety featuring over 100 acts on 2 stages, performing non-stop back to back. Our Canadian mentor recording artists, speakers and sports celebrities also lend their time to applaud and acknowledge our Youth's accomplishments and hard work.

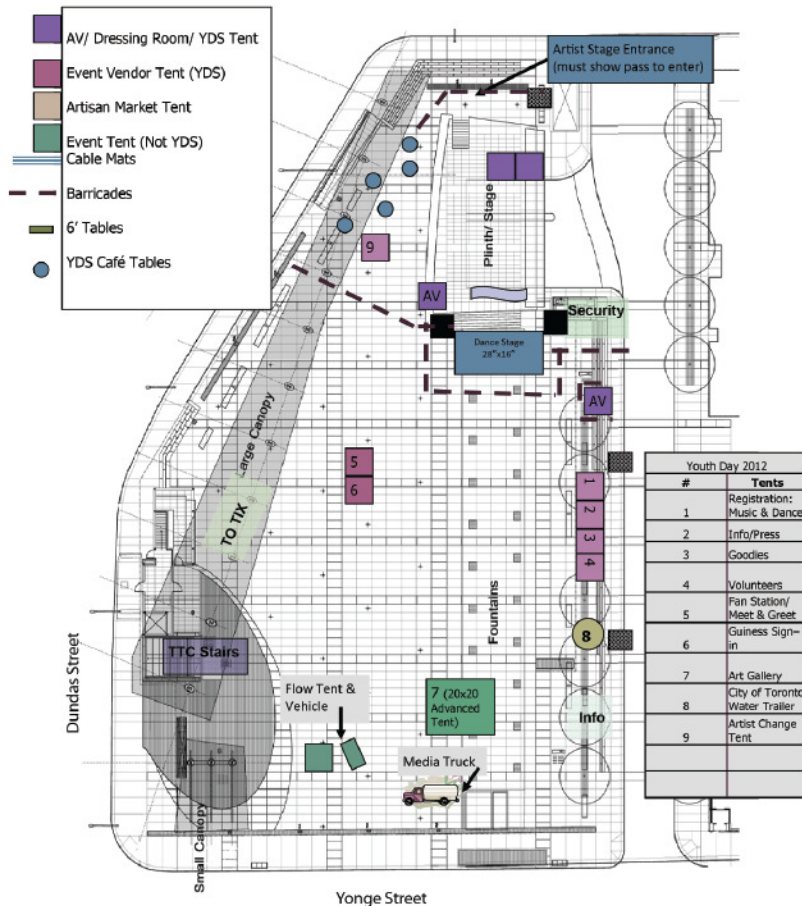
Enabled by Corporate Champions this special day is endorsed by Community Leaders and all levels of Government and has been deemed by the Media as "commendable and over-due": A chance for everyone to make a difference and engage our next generation...

Help build on this "Good News Story" for our city - all for us; and mark a special day to say thanks, encouraging our Youth's Continued Success!

YONGE-DUNDAS SQUARE



Located in the heart of the City at the corner of the busiest pedestrian crossing in Canada, the venue has direct access to the convenient Dundas Street station and underground parking – an ideal location for the “Largest Youth Festival of its Kind”



YD | T.O HIGHLIGHTS

- ▶ Its success has attracted over 70,000 people, and continues to grow rapidly with a loyal following and social media fans
- ▶ Officially deemed an “Event of Municipal Significance” to the City of Toronto
- ▶ Includes an unprecedented Yonge Street closure from Dundas south to Shuter, with artisan and food vendors plus informative community tables and Corporate booths
- ▶ Media deemed YOUTH DAY “the largest festival of its kind”
- ▶ Over 100 live performances on 2 stages every year - involving over 300 youth
- ▶ 3 World Records broken to date



MEDIA COVERAGE

TELEVISION COVERAGE

CTV is YOUTH DAY's Official Television Broadcaster

CTV – Canada's #1 news channel owned by Bell Media, is the official YOUTH DAY television Champion. Its subsidiaries and specialty shows ensure television audiences are informed. Expected coverage from past and new media including but not limited to; **CTV, CityTV, CP24, GlobalTV, MTV, Much Music** & shows like **Breakfast Television**.



RADIO STATION PSA COVERAGE

Flow 93.5 is YOUTH DAY's Official Radio Station

Flow 93.5 has been the official radio station since the first year and continues to spread the word about YOUTH DAY to its thousands of listeners. Alongside them, other local radio stations across the GTA are also supporting an impressive audio campaign, including; **New Flow 93.5, CHFI, 680 News, CFRB, Thatradio.com** and many more...



PRINT PUBLICATIONS & OUTDOOR MEDIA

Ads & Editorial Coverage

The YOUTH DAY story is covered across the GTA by a wide variety of print sources year round. Coverage includes major print distributors such as **The Toronto Star, Toronto Sun, METRO, NOW & Toronto Life Magazine**; university and college newspapers such as **The Eyeopener, The Varsity** and **The Dialog**; and specialty and community publications such as **Community Bulletin, Epoch Times, Tribute**, and **Tandem Newspapers**. Trendy outdoor media displays by **NEWAD** and digital truck advertising with **AutoAD** pulls the crowds in. They successfully reach our young adults right across Canada.



MARKETING



WEBSITES & SOCIAL MEDIA

Let the youth know that you support them! Have your brand recognized on our website and social media pages as a contributor to putting on "their day" to shine and applaud their talents. With people of all ages and backgrounds visiting our sites and those of our performers and supporters, you'll be able to visually reach thousands with your act of corporate social responsibility and cause marketing.

POSTER & FLYER DISTRIBUTION

Have your logo seen by thousands on the YOUTH DAY Poster! The YD2013 poster will be distributed through a variety of strategic locations, such as; Toronto High Schools, Universities, Colleges, St. Stephen's Community Houses, All Toronto Public Libraries, Toronto Co-op Properties, YMCAs, and on all YOUTH DAY, YD Performers', and supporting organizations' Social Media Pages and Websites.

AUDITION SEASON

YOUTH DAY's audition season begins in February, when we start accepting applications from youth 14 – 24 years old. In April through May, auditions are held all over Toronto for all three categories; music, dance, art & photography. Our "Be Part of It" Posters will be distributed at a variety of key locations throughout the GTA to create a buzz with as many youth as possible from all backgrounds. Our city has a large youth talent pool looking for the chance to show their skills; YOUTH DAY gives them that opportunity.

**BE PART of the EXCITEMENT today and
SUPPORT OUR YOUTH'S DREAMS**

Contact corporatechampion@youthdaytoronto.com

YD EVENT SERIES

The YD Event Series are a variety of events hosted prior to the summer festival in benefit of YOUTH DAY to create awareness about the event and give our youth participants more outlets to perform and be involved year round. Whether it be a musical showcase, dance battle, art gallery viewing, car wash, or a community bake sale – your brand will be there on all YD promotional materials/posters.

YOUTH DAY '12
TORONTO

Sunday July 22

Over 10 hours of non-stop
LIVE PERFORMANCES

over 100 acts
fashion show
youth gallery
+ much more

11:30am to 10:00pm
YONGE-DUNDAS SQUARE

SOMETHING FOR EVERYONE!
Featuring over 10 hours of non-stop music and dance performances, a youth art & photography gallery, a fashion show, Sports Fan Meet & Greet, Yonge Street closure with street vendors, a Kids Area with activities and a **HEADLINER PERFORMANCE FINALE!**

BE PART OF IT! youthdayglobal.com

music
dance
art
photography

@youthdayglobal #YD2012
/youthdayglobal

Logos: CTV, E! TV, Universal, TV, The Art of Green Gallery, Pizza, etc.

Production Team: KPYO, VP, etc.

QR code linking to youthdayglobal.com



CTV News Anchor & National Editor **KEN SHAW**

—YD SUPPORTERS To Mention Just a Few...



An example of CORPORATE CHAMPIONS that benefit from brand visibility

Accurate Impressions - Alliance Atlantis - Al Green Gallery - Auto Ad - Baton Rouge - Caravan Canopies - Cineflex Productions - CNE - Coca-Cola - CTV Bell Media - Desjardins - EGAN - Flow93.5 - Future Shop - Garth Riley Media - Hard Rock Café - Image Factory - iStars Studios - Kernels Popcorn - KPMG - Long & McQuade - McDonald's - Mobilicity c/o Cell Wave Group - NEWAD - One King West - Pizza Pizza - Prolifik Creations - RABBA Fine Foods - Scotiabank - Staples Business Depot - Starbucks - Statefarm Insurance - Steve's Music - Sunset 6 Productions - ThatRadio.com - The Corner Place - The Gap - The RockPile - Toronto Community Housing - TYpoints - Universal Music Canada - Unorthodox Design - Value Village - Vida Lounge - Visions In Production - WIND Mobile - Xerox - Young Drivers of Canada and many more Champions...

A selection of supporting CARING ORGANIZATIONS making a difference

Amnesty International - Believe to Achieve - Breakaway Relief Care - Cadets Canada - Canadian Red Cross - City of Toronto | Parks, Forestry and Recreation - City Youth Council of Toronto - Community Folk Art Council of Toronto - Crime Stoppers - CUPE Local 79 - Daily Bread Food Bank - DareArts Foundation - Family Service - GAMEDAY - Harris Institute of Music - HEYY - Inside the Dream - Pan Am Games | Toronto 2015 - People Against Youth On Drugs - RIDE Canada - Scadding Court Community Centre - SKETCH - Spelling Bee of Canada - St. John's Ambulance - STOMP Urban Dance Competition | City of Toronto - Tandem Studios - The 1 | Youth Singing Competition - The Aussie Team - The Beat Down Dance Competition - Toronto Fire Services - Toronto Police Service - Toronto Public Library - Toronto Zoo - Urban Star Competition - Youth For Human Rights International - UforChange - UMOVE - Youth Assisting Youth - Youth Employment Services - Youth In Time - plus other valuable community resources...

ARTIST Highlights, COMMUNITY Figures & Influential MENTORS

A-Game - Aussie X - "Billy Elliot" cast | Mirvish Productions - Blake McGrath | "So You Think You Can Dance Canada" Judge - Bobby Curtola - Carlos Morgan | Juno Award Winner - David Zimmer | Parliamentary Assistant to the Attorney General - Devine Brown - Director Lil' X - Dorian Baxter aka Elvis Priestley - Dr. Anthony Hutchinson - Farley Flex | Canadian Idol Judge - Fefe Dobson - Janet Castillo - JD Era - John Tory | former Ontario PC Leader - Jordan Francis - Karl Wolf - The Joshua Stern Project - Ken Shaw | CTV Anchor & National Editor - Kerry Goulet - Kim Davis | Juno Nominated Artist - Leah Hawkins - Liberty Silver - Lil' Jaxe - Liona Boyd - Michie Mee - Ms. Kemi | Community Advocate - Argonauts Players - Orlando Bowen - Pam McConnell | Councillor - Pat Kelly - Peter Kash | Flow93.5 Radio Host - Ray Robinson - Reema Major - Rosita Stone - Scott Mills | Police Constable - Spider Jones - Tony Vella | Media Relations PC - Youth Parliament of Canada - Zack Werner | Canadian Idol Judge - plus other talented and passionate voices...



YD | T.O '13

SUNDAY JULY 21

At **YOUTH DAY** | T.O '13 our province's youth can...

Complete their Volunteer Hours

By helping design, organize and execute YD | Toronto! Positions are available for both the festival and the production leading up to the main event.

Perform or Exhibit their work at YD | Toronto!

Audition Season Starts March 1st for singers, rappers, bands, dancers, artists and photographers. All genres and styles are welcome. A panel of industry judges will choose who will make it to **YOUTH DAY** | T.O '13 at Yonge-Dundas Square.