The magic of the holiday season to last longer as Toronto Christmas Market dates extended

TORONTO, ON, October 24, 2016 – The Toronto Christmas Market returns to bring warmth, wonder and traditional splendor to the holiday season as the city's favourite holiday tradition. Now one of the largest holiday festivals in North America, visitors are invited to rediscover the magic and romance of Christmas, renew glowing memories and spend time in the beautiful Distillery Historic District for its seventh edition, which will run closer to Christmas with extended dates, from November 18 to December 22.

"The magic and romance of Christmas is entwined with nostalgia. We want to create traditions so that our visitors can have memories and experiences that bring them together," said Mathew Rosenblatt, Executive Producer of the Toronto Christmas Market. "Whether it is sipping Hot Toddies or enjoying the twinkling light canopies, the allure of the Toronto Christmas Market features endless opportunities to reminisce about the old and to experience the new, so much so that we attract visitors from all over the world."

Admission is free during the week and $6 (tax included) on weekends starting at 5pm on Fridays. Guests are encouraged to buy tickets online in advance to avoid line-ups onsite. For the first time, Fast Pass tickets will be available for $20 to allow guests express access to the festival. Admission to the Toronto Christmas Market will be free on its opening night, November 18.

"Weekend admission fees were introduced last year in an effort to even the distribution of weekend traffic," said Rosenblatt. "It also allows us the opportunity to support charitable partnerships, with a portion of net proceeds going to charity."

Proceeds raised from the admission fee are reinvested into the festival's infrastructure and, as the Toronto Christmas Market is a not-for-profit organization, a portion of net proceeds are given to three charitable partners:

- Daily Bread Food Bank – used to provide nutritious food to people struggling with hunger
- Plan Canada – used to help children and families in developing countries break the cycle of poverty
- Toronto Star Santa Claus Fund – used to help provide gifts to underprivileged youth

Details on new festive activations, unique holiday vendors, and the entertainment line up for the 2016 Toronto Christmas Market will be announced in the coming weeks. To learn more about the Toronto Christmas Market or to purchase tickets, visit www.TorontoChristmasMarket.com.

Get social!
Like the event on Facebook: www.facebook.com/TOXmasMkt or follow developments on Twitter and Instagram: @TOXmasMkt.

About the Toronto Christmas Market
The Toronto Christmas Market takes place at the Distillery Historic District in Toronto from November 18 to December 22. The event, now in its seventh year, recreates the romance and magic of traditional European Christmas markets, which date back to the early 1400s. The Toronto Christmas Market features family-friendly entertainment, food and unique gift items from around the world, outdoor heated beer and mulled wine gardens and a 50-foot white spruce Christmas tree decorated with more than 18,000 lights. For more information, visit www.TorontoChristmasMarket.com.

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For more information, please contact:
Kathleen Stelmach
Torchia Communications
(416) 341-9929 ext. 227 (office) / (647) 830-0354 (cell)
kathleen@torchiacom.com