



MEDIA ADVISORY / PHOTO OPPORTUNITY

Christmas countdown begins in Toronto

Toronto Christmas Market marks the start of the holidays with unveiling of massive countdown clock and delivery of iconic tree from Forests Ontario

On Wednesday, November 2, for the first time ever the Toronto Christmas Market will install its very own countdown to Christmas clock. Certified by and synced with Santa Claus and the North Pole, the large scale clock will stand almost 10 feet tall and become a feature of the world-renowned festival.

The clock unveiling will be accompanied by the delivery of the festival's iconic Christmas tree and will officially mark the beginning of the holiday season in Toronto. The massive white spruce tree, a landmark of the seventh annual festival that takes place November 18 to December 22, will be decorated with more than 18,000 lights and ornaments. The tree is donated by long-standing partner Forests Ontario, a not-for-profit organization dedicated to the renewal and stewardship of Ontario's forests, and by Ontario Wood.

- WHO:** Justina Klein, Event Producer for the Toronto Christmas Market
Robert H. Keen, CEO of Forests Ontario
- WHEN:** Wednesday, November 2, 2016
- 7 a.m.**
- Crews will usher in the 52-foot white spruce tree, which will arrive on a 25 tonne truck with a 100 foot boom at this time
- 8:30 a.m.**
- Spokespersons from Toronto Christmas Market and Forests Ontario available for interview
 - Christmas countdown clock revealed
 - Tree will be lifted by a crane and hoisted into a custom-made steel stand
- 10 a.m.**
- Tree is in place and extra branches are installed to fill it in
- WHERE:** Distillery Historic District
55 Mill Street, Toronto, ON M5A 3C4
www.thedistillerydistrict.com

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