



Riverside District BIA is a winner!

Riverside District picks up prize at TABIA recognition awards night

For Immediate Release

TORONTO, ON (October 27, 2011)... The Riverside District BIA picked up an award for The Most Creative Event on October 26th at the Inaugural Toronto Association of Business Improvement Areas (TABIA) Recognition Awards held at the St. Lawrence Hall.

Riverside was selected as the recipient for this award due to their creative efforts and success of Take a Walk on the Riverside, their third annual fall festival. The event programming was imaginative, the business participation exceptional and the community involved was at its best!

"We invited everyone to come and discover, or rediscover, everything that the Riverside District had to offer," shares Mitchell Korman, Chairman of the Riverside BIA. "In addition to our annual historical tours conducted by Gerald Whyte and Jane Farrow, we were thrilled to present a variety of self-guided walking tours for visitors to enjoy Riverside at their own pace and based on their own interests."

Sapna Alim, Director of the Riverside District BIA shared her excitement. "We are delighted that TABIA chose to honour us with this award. We worked very hard to develop this event for every member of this neighborhood to enjoy and it feels wonderful to be recognized. It is a huge morale boost for Riverside!"

John Kiru, Executive Director, TABIA said he was thrilled by the quality of work and the initiatives that each BIA takes. "The awards just begin to recognize how much BIAs contribute to the fabric of life in the neighbourhoods of Toronto, and they do it on their own dime or through capital cost-sharing with the City."



Sapna Alim, Director of Riverside District BIA, along with the talented Riverside Volunteer Marketing Committee, accepting their award for Creative Event for 2011

ABOUT RIVERSIDE:

Riverside is Toronto's authentic, urban neighbourhood. A stone's throw away from downtown, fed by the Queen streetcar line, lives a vital community that flows between two bridges in Toronto's east end. **Riverside** has evolved from a local city centre to a destination for urbanites who love balanced, connected and engaging business. The **Riverside** district proudly provides a fresh new vibe built on a historical undercurrent. **Riverside, this is how we live.**

ABOUT THE RIVERSIDE BIA

The Riverside District Business Improvement Area (BIA) is an association of local Toronto business people and property owners who work in partnership with the city to enhance their business district. Representing an authentic and urban neighbourhood in Toronto's east end, the **Riverside District BIA** has a well-established commercial district and strong historical ties. Located along Queen Street East on the east side of the Don River just minutes from downtown, the **Riverside** neighbourhood has evolved from a local city centre to a destination for urbanites who love balanced, connected and engaging businesses. For more information, visit riversidedistrictbia.com.

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