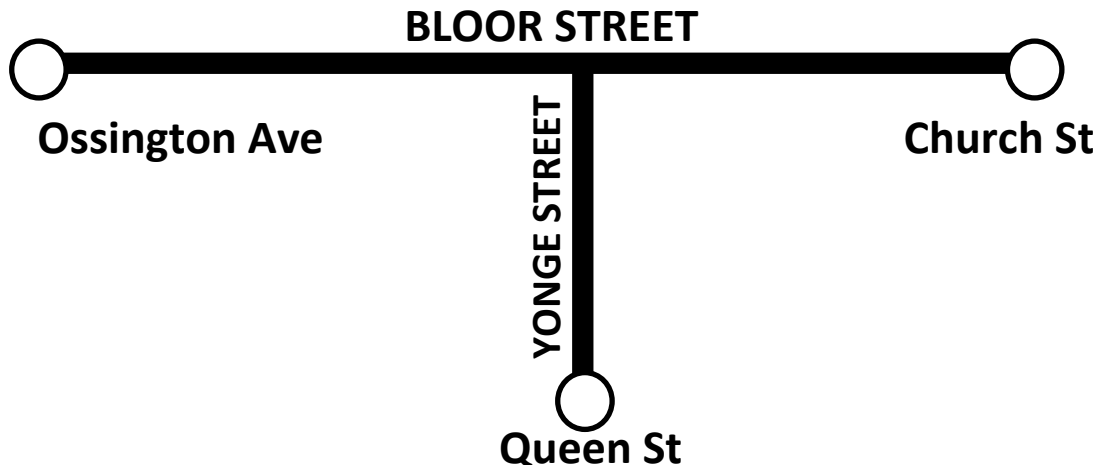


EVENT NOTICE

Sunday, August 18 and September 15 2019

On Sunday August 18 and September 15, we invite you, your friends, and your family to join us for Open Streets TO, Toronto's largest free recreational program.



Open Streets are programs where the streets are opened to people and closed to cars. People traffic replaces car traffic, and the streets become “paved parks” where people of all ages, abilities, and social, economic, and ethnic backgrounds can come out and improve their health.

ROAD CLOSURES

See course map on reverse

You will be unable to enter or exit your garage from Bloor Street during these times:

Bloor St (Ossington Ave to Church St)

closed 8:30 am – 3:00 pm

Yonge Street (Bloor St to Queen St)

closed 8:30 am – 3:00 pm

Open Streets TO will "**soft close**" streets. Vehicles will be able to cross the route at major intersections throughout the program.



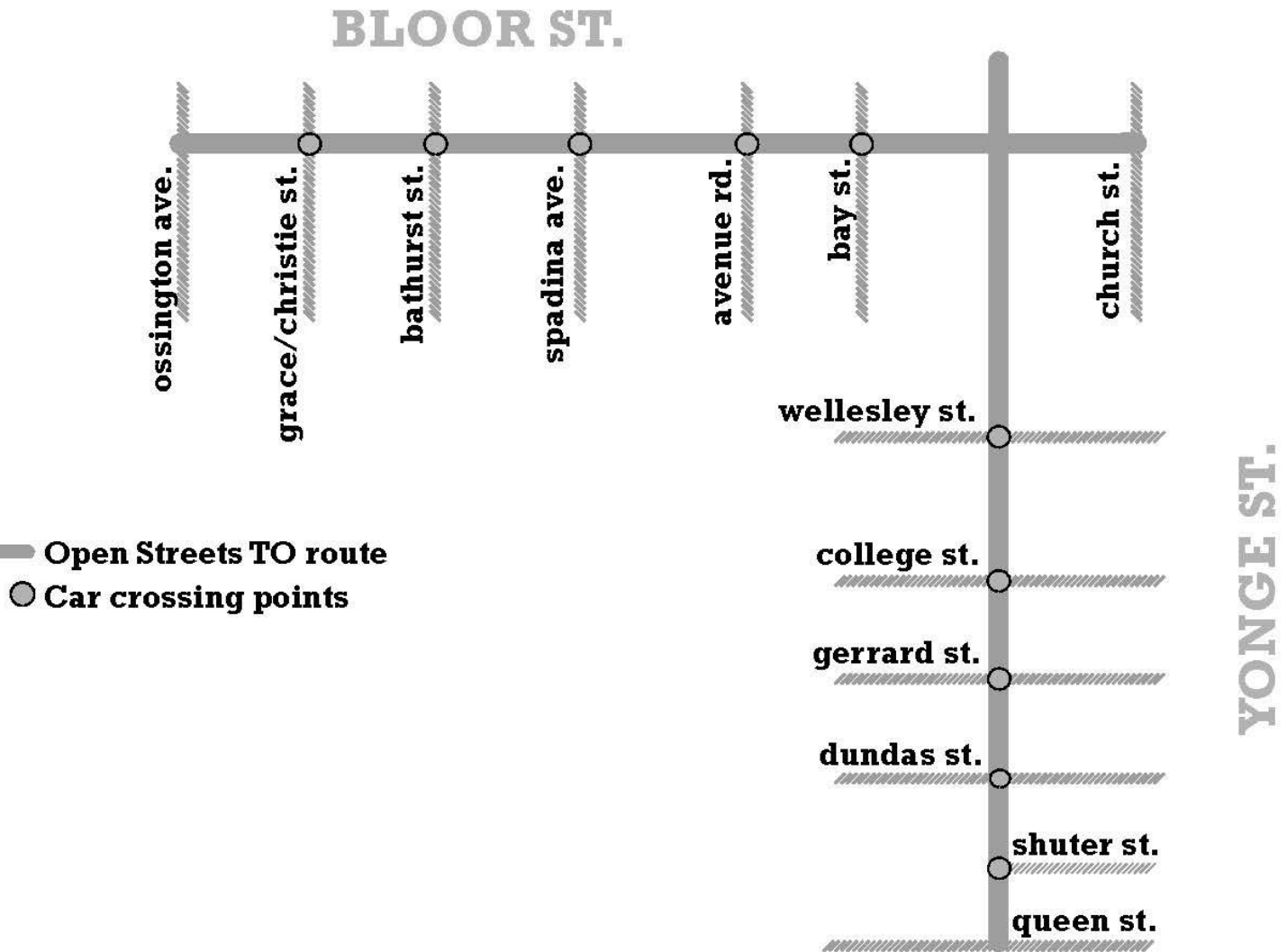
FOR MORE INFORMATION

Visit our website at www.openstreetsto.org

If you have any questions, please contact Open Streets TO at 647-206-9815 or via e-mail at info@openstreetsto.org

ROAD CLOSURE MAP

Sunday, August 18 and September 15 2019



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201 OPEN STREETS TO PROGRAM

Social Media Results

On both program dates:



#OpenStreetsTO - in top 10 of highest trending hashtags in Canada on both dates



Targeted posts were shown to an average of 40,000+ Facebook accounts



Participants posted 600+ photos on Instagram

Earned Media Results



Open Streets TO was recorded in TV, print, radio, and online.

28

unique media stories recorded.

36

million

media impressions generated.



Tone of the stories registered at 29% "positive" and 75% "balanced".

Program Statistics

100,000+

participants attended the program.

118 minutes

average time spent at the program.

97%

support the expansion of the Open Streets TO concept



94%

of people agreed that Open Streets TO is a free event that welcomes everyone.



63%

of people agreed that they met people from other ethnic backgrounds or economic statuses at Open Streets TO.



31%

of participants reported that they would have been at home indoors (watching T.V., on the computer or reading) if they had not attended.

**Ryerson
University**

Ryerson's research confirmed assertions made in advance of launching Open Streets TO, including that grassroots marketing would work; that the events would generate positive feelings about TO; and that people would stay for longer than a cup of coffee.