

# AW

ATTRACTIONS WEEK



Photo Credit: Tasty Tours

Steven, it's time to put your pants back on. The air is getting crisp and you know what that means...it's time to fall in love with Toronto again.

Whether you live in the city, or just come in to enjoy the countless attractions that make this one of the most dynamic cities in the world, we want you to re-discover Toronto during the inaugural Attractions Week.

So what is Attractions Week, you ask? We're going old school and taking a W5H approach to your 411 on Attractions Week.



Photo Credit: Art Gallery of Ontario

## WHO?

Over 65 Toronto Attractions representing a cross-section of Toronto's unique and dynamic attractions industry are participating, including Tasty Tours, Royal Ontario Museum, Hockey Hall of Fame, Art Gallery of Ontario, and City Cruises, to name a few. From the larger well known attractions to the hidden-gem family-run attractions, you'll have plenty of options to keep you busy.



Photo Credit: City Cruises



## WHAT?

Discover Toronto's premier attractions again, or for the first time, with special promotions, experiences and exhibits happening during Attractions Week. You'll see the city in a whole new light.



Photo Credit: Hockey Hall of Fame

## WHERE?

With over 65 participating attractions throughout the GTA, you'll be able to select a unique experience to re-discover Toronto. From family-friendly attractions to the perfect date day, land to water, in-person or virtual, there is something for everyone.



Photo Credit: Royal Ontario Museum

## WHEN?

Attractions Week takes place from October 1-10. Forget Vegas, Toronto will be the city that doesn't sleep, at least not during Attractions Week.



Photo Credit: Tasty Tours



## WHY?

Great question. We asked the Founder of Tasty Tours, Audrey Ooi, why she decided to participate:

"Lots of locals think that attractions are for tourists only. I think Attractions Week is a great idea that will help change this perception. There are so many cool things happening in Toronto that locals don't know about! I'm happy to be able to support this great initiative to help locals discover more about their own city, see Toronto from a different perspective, and fall in love with Toronto again."



Photo Credit: Toronto Botanical Garden / Gail Murray

## HOW?

Now that you are feeling that civic pride, we know what you are asking...how can I participate and help spread the word? It's easy. We need your help to get the word out and let our love for Toronto shine through. Let the world know that Toronto is open to discover and that Attractions Week is coming.

You can find out more about the participating attractions and their offers by visiting our website at [attractionsweek.ca](http://attractionsweek.ca).

Have any questions? Need more information? Want to set up a segment/story to share the love? Contact Steven Hellmann, Toronto Attractions Council Chair and Attractions Week Publicist, at [info@littlebirdimedia.com](mailto:info@littlebirdimedia.com).

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ATTRACTIONS WEEK

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