

Bang & Olufsen Yorkville announces Toronto's Premier 5K Charity Run, the B&O Yorkville Run in support of YWCA Elm Centre, taking place during this year's Toronto International Film Festival

TORONTO – September 3, 2010

What: Bang & Olufsen Yorkville announces Toronto's premier 5K run, the first annual **B&O Yorkville Run** in support of **YWCA Elm Centre**, a project to provide affordable and supportive homes for women and women-led families in downtown Toronto.

Where: Start at Cumberland Street and Bellair Street.

When: Sunday September 12th, 2010, at 9:30 a.m.

The **B&O Yorkville Run** is a community initiative that will unite local runners and businesses to compete and have fun while supporting an important local charity, the **YWCA Elm Centre**.

Not your average run, participants will have the chance to win cash and prizes including \$1,000 for first place, **Biom** shoes by **ecco**, and gift certificates to Yorkville's hottest restaurants and hotels. All runners will enjoy a morning warm up, hair touch ups by **Blo Blow Dry Bar** after the race, a post-race breakfast by **Cantine Bar & Grill**, **Black Camel** and **Crêpes à GoGo**, and a chance to run alongside celebrities in town for TIFF.

"This run exemplifies the ways in which Toronto is coming together to improve our city. Affordable, supportive housing is critical to the well-being of individual families and the city as a whole. We are thrilled that **Bang & Olufsen Yorkville** is helping us build the **YWCA Elm Centre**," says **Heather McGregor**, CEO, **YWCA Toronto**.

The **YWCA Elm Centre** will provide new affordable apartments and support from counsellors and social workers for women and women-led families in the downtown core. A home for women with low incomes and their children, women living with mental health issues and Aboriginal families, this \$80-million development will ensure residents have the resources and support they need to maintain their housing and flourish.

For media inquiries please contact:

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B&O YORKVILLERUN
in support of YWCA Elm Centre

Environmentally sustainable - with geothermal heating and cooling, green roofs and rooftop gardens - Elm is the only development of its kind in Canada. With **B&O Yorkville Run** participants' help, the **YWCA Elm Centre** will be ready for families in 2011.

Registration is \$55 until race day and \$70 the morning of the race. Register online at www.yorkvillerun.com.

The **B&O Yorkville Run's** presenting sponsor is **TD Waterhouse Canada Inc.** Other sponsors include: **The Running Room**, **Biom by ecco**, **Aston Martin**, **Four Seasons Hotel**, **Pur Gum**, **MoRoCo Chocolat**, **Ferrari Maserati**, **XM Radio**, **Joso's Restaurant**, **Cantine Bar & Grill**, **Blo Blow Dry Bar**, **Black Camel**, **Crêpes à GoGo**, **ROTHCON** and **Studio B**.

YWCA Toronto is the city's trusted multi-service organization by, for and about women and girls. The **YWCA Elm Centre** will offer women and women-led families in downtown Toronto the keys to independence and stability.

For more information visit: www.yorkvillerun.com

Available for interviews:

Jordan Korenzvit, *Owner*, Bang & Olufsen Yorkville

Heather McGregor, *CEO*, YWCA Toronto

Sharilyn Hale, *Director of Philanthropy*, YWCA Toronto

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