

NEW MURAL TO ADORN DOWNTOWN YONGE

Polaris Music Prize winner will have giant poster on side of building

TORONTO September 12, 2019 – The Downtown Yonge BIA is partnering with Polaris Music Prize to add a third music mural near Yonge and College – one that will change annually. Each year for the next five years, a poster created to celebrate the Polaris Music Prize winner will adorn the side of the TTC building at 21 Granby St., near where two permanent murals commemorating Toronto’s musical history soar over the city.

“Murals are an eye-catching art form with a huge ‘wow’ factor, which is great for visitors and residents alike,” says Downtown Yonge Chief Operating Officer and Executive Director Mark Garner. “Toronto should be very proud of its music, past and present, and the murals celebrate music in a big way – literally.”

Polaris Music Prize annually honours Canadian music artists, as determined by an expert jury of broadcasters, bloggers, programmers and other media authorities on Canadian music. Unique posters are created each year to commemorate the winning artists.

“Our posters are a vibrant and integral part of our annual celebration,” says Steve Jordan, founder and Executive Director of the Polaris Music Prize. “We’re honoured and grateful to the DYBIA and the TTC for literally making our poster program even bigger, and for including us in their efforts to illustrate Yonge Street’s musical history.”

The Polaris Music Prize mural on Granby St. will face west toward Joseph Sheard Park, enhancing the recent revitalization of the park that includes a walking path, drinking fountain and garden. Nearby, on both sides of the Toronto Housing building at 423 Yonge St., are two 22-storey murals honouring legends and locations from Toronto’s musical history. The site is also adjacent to the Carlu where the Polaris gala is held every year. The murals are part of the Downtown Yonge BIA’s Music Strategy, an ambitious, multi-pronged plan to re-establish the area as a ‘Music Mecca.’

“Music and murals – two ways to help ensure that the Downtown Yonge area continues to be a vibrant place to live, work, study and entertain,” says Garner.

The 2019 Polaris Music Prize winner will be announced September 16, with the mural to be commissioned shortly afterward.

About Downtown Yonge

The Downtown Yonge Business Improvement Area (DYBIA) is a catalyst for creating vibrant urban experiences and events in the heart of downtown Toronto. Representing more than 2,000 businesses and their employees, as well as the broader community of residents, students and visitors, the DYBIA champions attractive public spaces, popular events, safety and cleanliness. It plays an active role both at street level and in boardrooms, advocating for a thriving and diverse community of retailers, restaurants and services.

About Polaris Music Prize

The Polaris Music Prize is a not-for-profit organization that annually honours and rewards artists who produce Canadian music albums of distinction. A select panel of music critics judge and award the Prize without regard to musical genre or commercial popularity.

- 30 -

Contact:

Mark Garner
Chief Operating Officer and Executive Director
Downtown Yonge BIA
Phone: (416) 597-0255 x225
Email: mgarner@downtownyonge.com