

**OSSINGTON BIA HOSTS FIRST EVER EVENT: OSSFEST
A STREET FESTIVAL AND CRITERIUM BICYCLE RACE
OSSINGTON AVENUE SATURDAY JULY 23, 2016 11a.m. to 11p.m.**

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO, CANADA July 18, 2016 - The Ossington Business Improvement Area (BIA) is hosting their first official event, Toronto's newest street festival: OSSFEST and The Ossington Criterium on Saturday July 23, 2016 from 11:00 a.m. to 11:00 p.m.. OSSFEST will bring criterium bicycle racing back to the streets of downtown Toronto. The festival features a live music stage, local shopping, dining and activities to showcase the local flavour of Ossington.

Ossington Avenue, bookended by Queen and Dundas, is a culturally diverse strip that attracts and fosters an artisan approach to style, cuisine, and concept. For the first time in history, we are closing Ossington Avenue down to traffic and creating a space for the community to come and celebrate all that is uniquely Ossington.

OSSFEST's keystone event is The Ossington Crit which will feature five races: sanctioned Pro/Am men's and women's races, beginner and intermediate races, open fixed gear races and a community kids race. The Ossington Crit has primes, fastest laps and a great purse for the overall winners and a sponsored bike pavilion. "We wanted to bring the tradition and excitement of crit racing back to downtown Toronto with a race that attracts top riders from all over", said Unleashed in The City owner and Ossington BIA Vice-Chair Kate Ferguson. "We have such a great cycling community in this area and want to celebrate that with an event that draws people to come and share in Ossington's dynamic and vibrant energy."

Another key event taking place for OSSFEST is the Creemore Live Music Stage situated on Ossington Avenue at Dundas St. West. The killer lineup kicks off with BREDREN with the Resonators alongside DJ Chocolate w/MC Caddy Cad and General Genius, Saul Torres Band, The Responsables, The Heavyweights Brass Band, Samantha Martin and Delta Sugar, The Mandevilles, and SATE. "We tried to make this an eclectic lineup of music of the very best caliber that everyone can enjoy" said Nicky Potter of The Painted Lady and Ossington BIA Chair.

OSSFEST will feature many of the businesses on Ossington in addition to the criterium bicycle races and music festival portion. Many of the diverse businesses that line Ossington Avenue will be hosting unique activities, merchandise, food and drink. Unlike other festivals in Toronto there will be no outside vendors featured on the street "I think this is a great way to showcase all that Ossington has to offer and hopefully bring people to our neighbourhood and businesses after the event", said Potter.

Meet me on Ossington.

The Ossington Business Improvement Area was formed in 2014. It is run by a board of managers that are all business or property owners on Ossington Avenue between Dundas St. West and Queen St. West.

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Editor's Note: Nicky Potter and Kate Ferguson are both available for interviews.

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