



From May through October 2019, the City of Toronto's Cultural Hotspot initiative shines a spotlight on arts, culture and community in the north Etobicoke and York areas; inspiring new ideas about where culture thrives in Toronto. A big part of celebrating creativity, community and culture in these areas is highlighting delicious and diverse food and that's what **HOT Eats** is all about.

HOT Eats:

- Promotes the great diverse restaurants of north Etobicoke and York
- Encourages people to experience local arts, culture AND food
- Celebrates vibrant neighbourhoods

HOT Eats is designed to let people know about your north Etobicoke or York eatery. Here's how we will spread the word to benefit your business:

Online: Your restaurant will be included in the **HOT Eats** online directory with an interactive map, this includes a link to your site on the Cultural Hotspot website, toronto.ca/culturalhotspot, **viewed by over 20,000 people**

Social Media: Your business will be featured on both the Cultural Hotspot and Metroland Media social media feeds.

Print Promotion: Your business will be included in the Cultural Loops Guide, published in the fall of 2019, which will feature self-guided tours of Cultural Hotspot neighbourhoods – **10,000 copies will be distributed across Toronto**. You will also see your eatery's name in print ads published in local Metroland newspapers, listing all of the HOT Eats participants.

HOT Eats will launch in July and run through to the end of September. To be eligible, your eatery must be located in the north Etobicoke or York 2019 Cultural Hotspot areas and possess a current Dine Safe Green Pass issued by Toronto Public Health. You'll be asked to complete the application form and donate a \$25 or \$50 gift certificate. It's that easy!

Look for more info about signing up for **HOT Eats** this spring at toronto.ca/culturalhotspot/eats to ensure that your restaurant is included in all aspects of this great promotional opportunity!