



Ontario Business Improvement Area Association (OBIAA)
92 Lakeshore Rd E #203, Mississauga, ON
L5G 4S2
(905) 271-7222
<https://obiaa.com/>

Attention: Business, Lifestyle, Community Editors

Media Advisory: Ontario Business Improvement Area Association hosts event to support local businesses

Toronto, October 28, 2023

What: Ontario Business Improvement Area Association (OBIAA) encourages shoppers to buy local this holiday season. In partnership with West Queen West Business Improvement Area (WQWBIA), businesses refilled shelves and are ready for customers to fill their stores. Media are invited to learn about the impact of the pandemic on local businesses and upcoming opportunities for boosting the economy.

When: November 1, 2023
10 a.m. to noon

Where: The Drake Hotel
1150 Queen St W, Toronto, ON M6J 1J3
Event room – first floor room 111

Parking: Green P lot located at 45 Abell St. “Carpark Lot #261”, ½ a block south of the Hotel

Who: Kay Matthews, executive director, OBIAA
Rob Sysak, executive director, WQWBIA

Notes: Media interviews available

-30-

MEDIA CONTACT

Julia Metelitsa
(416) 555-5555
julia@pragency.ca



Ontario Business Improvement Area Association (OBIAA)
92 Lakeshore Rd E #203, Mississauga, ON
L5G 4S2
(905) 271-7222
<https://obiaa.com/>

NEWS RELEASE

November 1, 2023

Supporting local business was not a pandemic trend

OBIAA advocates for local businesses and welcomes customers for holiday shopping

TORONTO – Ontario Business Improvement Area Association (OBIAA) in partnership with West Queen West Business Improvement Area (WQWBIA) are encouraging shoppers to buy local. In anticipation for the holiday season, businesses refilled shelves and are leaving the pandemic blues behind.

“We stand with the small businesses who lost millions in sales throughout the COVID-19 pandemic,” said Kay Matthews, executive director, OBIAA. “The association recently marked its 50th anniversary and we plan to keep the streets vibrant for another 50 years.”

By representing approximately 310 local businesses across Ontario, the OBIAA develops information, tools and best practices. One of the practices includes promoting safety, especially throughout the pandemic. Business followed government protocols and have continued to make their stores safe for all customers.

“Local retailers and businesses are the backbone of neighbourhoods and the economy” said Rob Sysak, executive director, WQWBIA.

MORE

Businesses were treated unfairly through lockdowns, but have since stocked up shelves and are ready for customers to fill their stockings. OBIAA and WQWBIA encourage all BIAs to contact local media and share how customers can best support neighbourhoods during the holidays.

About OBIAA: Operating as of 2001, the Ontario BIA Association represents more than 300 BIAs across Ontario. They serve as one voice and provide necessary information to members.

About WQWBIA: The WQWBIA is an association of business people and commercial property owners along the West Queen West two-kilometre strip in Toronto, ON. Operating as of 2005, it now includes over 300 creative businesses.

-30-

MEDIA CONTACT

Julia Metelitsa
(416) 555-5555
julia@pragency.ca