



- MEDIA ADVISORY -

Toronto BIA Unveils Landmark Mural of Local Indigenous History

Thursday, May 10, 2018.

Toronto - On **Saturday, May 12th at 10am**, the Dupont by the Castle Business Improvement Area will host a media conference to mark the unveiling of a landmark mural by renowned Indigenous artist, Philip Cote. The mural, "**The History of The Land**," was commissioned by the BIA and the City of Toronto, and continues the BIA's tradition of honouring the original peoples of the neighbourhood. In 2016, the BIA initiated a Custom Street Signs project introducing Indigenous street names and causing a stir in the GTA that inspired other cities such as Hamilton to follow suit.

WHO: Dupont by the Castle BIA Board Members, mural artist, Philip Cote, and honourable political guests (see below.)

WHAT: Media Conference with land acknowledgement by artist, mural unveiling and story, speeches by BIA, arts sector and area political representatives.

WHEN: Saturday, **May 12th from 10am to 11am**

WHERE: Outside Dupont Subway Station on Spadina Rd., NE Corner of Spadina Rd. and Dupont St. **MAP:** <https://goo.gl/maps/yoUwVtKR6v42>

WHY: To spur interest and dialogue about First Nations history and contribute to awareness, education and reconciliation among BIA members, residents, area patrons and visitors, and all people.

VISUALS: Land acknowledgement ceremony, mural, people gathering and studying art, local buildings and intersection

FOR MORE INFO:

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Languages spoken: English and Armenian

Media Conference - Speakers and guests in attendance

Brad Wong, BIA Board Member and Emcee

Philip Cote, Mural Artist and Land Acknowledgement

Joe Cressy, Toronto City Councillor (Ward 20) and BIA Board Member

Hon. Carolyn Bennett, M.D., M.P for Toronto-St. Paul's, Minister of Crown-Indigenous Relations and Northern Affairs.

Catherine Campbell, honourable guest from Street Art Toronto

Robert Chee, BIA Board Chair

Emilia Filippelli-Ochana, BIA Coordinator

Stephen Boujikian, BIA Board Member

Cary Zeweig, Owner of property hosting mural

Media Conference - Rain location in case of inclement weather:

D & D Express Mart

272 Dupont St. (NE Corner of Dupont St. and Spadina Rd.)

Map: <https://goo.gl/maps/LKCLjqiLQZB2>

Property Owner: Cary Zeweig

Capacity: 10 to 15 people including spokespeople and TV meia

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