



After more than a year of hard work, Toronto's most famous face lift is ready to be showcased. And we're throwing The Ultimate Street Party this Saturday, October 16th, to celebrate the "new" Toronto Eaton Centre. Naturally, it will all take place at the Centre of Toronto's known universe - on Yonge Street between Dundas and Queen. All day long, Canada's most famous street will be alive with everything from live performers and artists to fun and games for the kids. The party is free and there are all kinds of amazing things there - from gourmet hot dogs to Mehndi art - that cost just a toonie. All net proceeds go to The Yonge Street Mission, serving Toronto's poor and needy since 1896. The party will happen, rain or shine. (If it rains, we'll just move it inside.) So come help us celebrate the magnificent new redesign at the Centre of it all.



SPORTS ZONE. Home of a live remote by The Edge 102, the Sports Zone will let you test your skills at all sorts of interactive games. And when you're done, relax with a massage, courtesy of the experts from Relax to the Max.

FUEL ZONE. Continental "Breakfast on Blades" is just a toonie and your Toronto Star is on the house. At lunchtime, for a mere toonie, you can select from the finest of Toronto's gourmet dogs in our Toronto Hot Dog Competition - featuring some of Toronto Eaton Centre's best eateries, including Bâton Rouge, City Grill, Duke of Richmond, Jimmy the Greek and Taco Villa.

KIDS ZONE. With Yo-Yo instruction clinics, story telling, a craft table with take home pumpkins, plus the A&W Root Bear to entertain, there'll be no shortage of things for the kids to see and do. And our Kids' Stage will feature all sorts of live acts throughout the day including puppet shows and musical performers.



ENTERTAINMENT ZONE. This is ground zero for a showcase of incredible live entertainment, including leading-edge musical groups presented by The Edge 102. There will be showstopping dance performances, dynamic cirque acts, an official Centre ReLaunch Ceremony and a spectacular Street Fall Fashion Show. (For complete line-up times, see the map on the next page.)

ARTS ZONE. Let your imagination roam in the Arts Zone, where art and new culture are celebrated. Decorate yourself with temporary body art from a Henna Artist. Bring an antique or photo down for appraisal from Ritchie's antique expert, Stephen Ranger. Discover new garden craft secrets for the fall. Marvel at the larger than life creation on our huge graffiti wall. Or if you dare, peek into the future through the eyes of a gem stone reader. It will all be there, at Centre Stage.

Proud Sponsors of Centre Stage include:

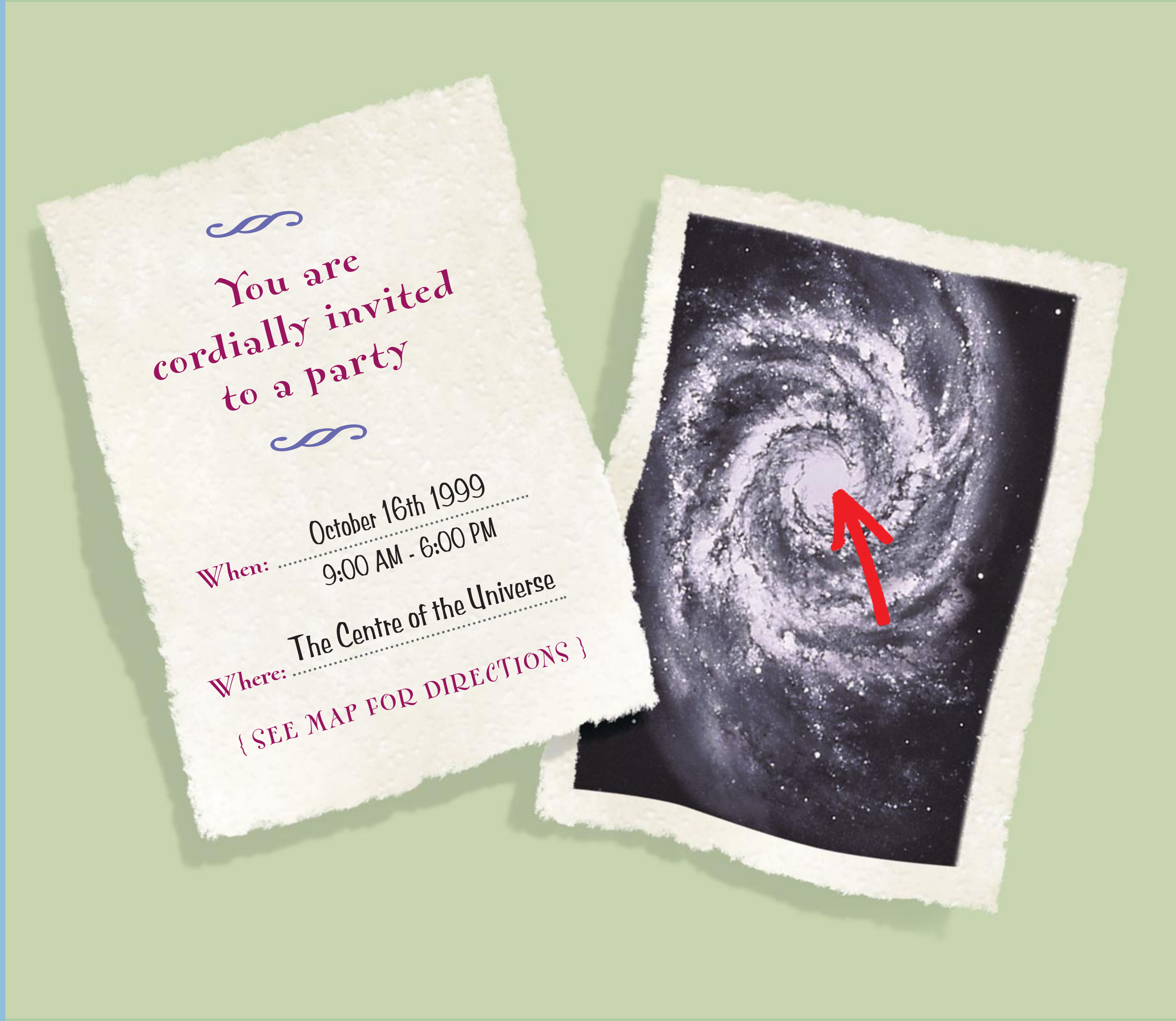
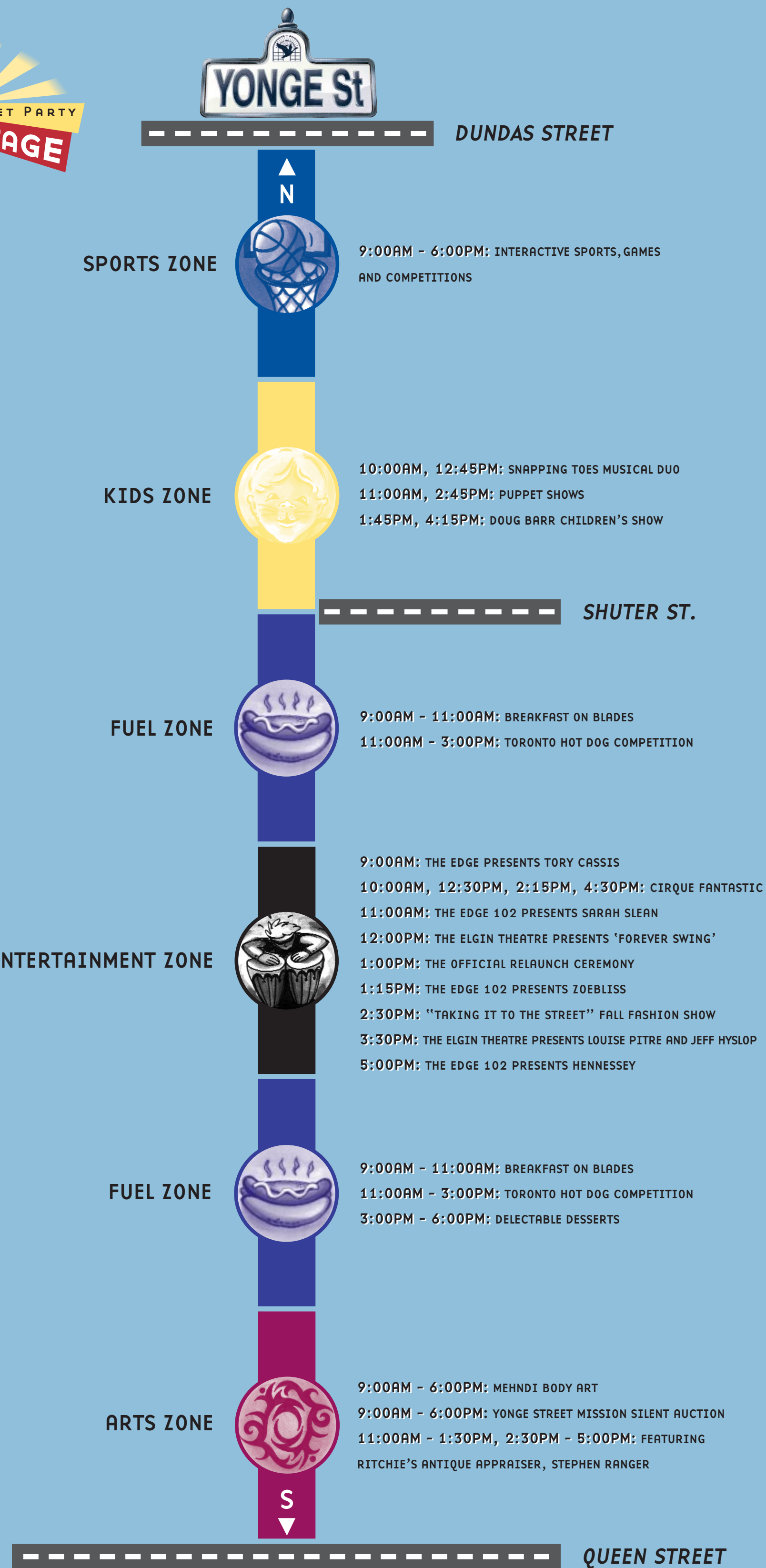


Additional promotional consideration given by:

Crystal Springs, Mountain Dew and Cadbury Inc.



THE CENTRE OF THE UNIVERSE IS IN TORONTO.
THE EATON CENTRE



Enter for a chance to win
The Ultimate Toronto Experience!

A four day weekend jaunt that includes:
A \$2,000 Toronto Eaton Centre shopping spree for you and 3 friends/Tickets to Mirvish production: Oliver/3 nights accommodation/Luxury car rental/Helicopter ride over Toronto/Dinner at Bâton Rouge, Vinnie's Toronto and CN Tower's 360°, health club passes for GoodLife Fitness and lots more!
Celebrate the new Toronto Eaton Centre with us and you could win it all. Enter the Centre Stage Sweepstakes at the Customer CARE Desk in the Toronto Eaton Centre from October 9 - October 16, 1999 or bring your ballot to Centre Stage: The Ultimate Street Party on October 16, 1999.

The Ultimate Toronto Experience is sponsored in conjunction with the Eaton Centre by:



Yes, I want to experience
The Ultimate Toronto Experience!

Name:

Address:

Province: Postal Code: Date:

Day time phone number: ()

Arithmetic skill testing question: $20 \times 20 \div 4 + 550 - 40 =$

Place your ballot in the entry box at the Toronto Eaton Centre Customer CARE Desk or drop off at Centre Stage: The Ultimate Street Party. No purchase necessary. Contest closes October 16, 1999. Approximate value of prize \$5,000. Open to residents of Ontario only. Does not include return travel to Toronto. See the Customer CARE Desk at the Toronto Eaton Centre for more details.

OCTOBER 16TH 1999



YONGE & DUNDAS