

## PRESS RELEASE

### Celebrating One Year of Gifting on The Eglinton Way

Torontonians are being encouraged to visit one of Forest Hill's coolest shopping districts as a popular gift card celebrates its first birthday! Led by The Eglinton Way Business Improvement Area (BIA), The Eglinton Way Gift Card launched in November 2023 following a grant from the City of Toronto's Main Street Innovation Fund. The Gift Card can be spent with multiple participating businesses on The Eglinton Way between Chaplin Crescent and Oriole Parkway, including stores, salons, services, restaurants and more.

As part of their first birthday celebrations, The Eglinton Way BIA has launched a promotion for The Eglinton Way Gift Card. From November 21st to 28th, people can purchase a \$250 The Eglinton Way Gift Card for \$200, while supplies last. The Eglinton Way Gift Card can be purchased [online](#) with delivery direct to the recipient or by Click & Collect.

**Maureen Sirois, Chair of The Eglinton Way BIA, said The Eglinton Way Gift Card gives people the chance to experience the charm of The Eglinton Way:**

"The Eglinton Way Gift Card gives recipients access to carefully curated shops, dining experiences and speciality services that reflect the sophisticated tastes of the community. Purchasing the card is a thoughtful way for people to keep dollars within the neighbourhood, supporting high-quality, locally-owned businesses that contribute to the area's vibrancy and unique character."

**Che Bella Spa is one of the businesses which accepts The Eglinton Way Gift Card. Owner, Lucy Demma, said:**

"Che Bella Spa is a full service day spa with treatments including manicures, pedicures, Dermalogica facials, waxing as well as pain free laser hair removal, IPL, Oxygeneo and microneedling treatments. The Eglinton Way Gift Card program allows the community to support small businesses and is a great way for us to meet and obtain new clients. The Eglinton Way Gift Card promotion also gives people the opportunity to save money while supporting local. It's a win for everyone!"

**Restaurants also accept The Eglinton Way Gift Card, like 7 Numbers Eglinton. Owner Vito Marinuzzi said:**

"The Eglinton Way is more than just a street—it's a neighbourhood where local businesses like ours contribute to a vibrant, close-knit community. Using The Eglinton Way Gift Card is not just a convenient way to enjoy our famous meatballs or tiramisu; it's a way to invest in this community. Imagine an afternoon spent exploring Eglinton Way's charming boutiques, capping it off with a glass of wine and some of Mama Rosa's gnocchi. It's not just about convenience—it's about making a choice to support the very fabric of your neighbourhood. And trust me, when you've had a long day, Mama Rosa's meatballs are basically a warm Italian hug on a plate!"

**Anita Dimitrijevic, from Di Moda European Lingerie said:**

"Di Moda European Lingerie is the premier boutique retailer of intimate apparel, sleepwear and loungewear in Midtown Toronto. We are a proud partner of The Eglinton Way Gift Card because it encourages people to support local family-run businesses like Di Moda and keep money circulating on our street. As part of The Eglinton Way community for 20 years, Di Moda sees the direct benefit in this gift card as a way to invest in

keeping our main street vibrant and alive. The Eglinton Way Gift Card can be used towards a professional bra fitting, comfy pajamas for winter, or a Christmas gift for that special someone you want to spoil! Do not forget to check out our silk collection, it's too great to be missed! With over 30 years of experience, we welcome you to see Di Moda as the place of choice for all your intimate apparel needs."

The Eglinton Way Gift Card is powered by fintech company Miconex in association with international payments technology solutions provider EML Payments Canada Ltd, with similar Downtown Gift Card programs running across Canada, including in Ontario.

The Eglinton Way Gift Card is issued by Peoples Trust Company. Card funds are not insured by the Canada Deposit Insurance Corporation (CDIC) or any other government deposit insurer or agency. Funds do not expire, non-reloadable and have no cash access. For Cardholder Agreement or Customer Service: [www.getmybalance.com](http://www.getmybalance.com) or 1-833-558-1108.

### **Press Information**

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