

FOR IMMEDIATE RELEASE – February 12, 2008

Interview opportunity:

TORONTO.COM CELEBRATES 10 YEARS AND OVER 1 MILLION UNIQUE VISITORS IN JANUARY 2008!

Toronto, ON – Numbers don't lie and what they're revealing is that Toronto and the GTA have selected **toronto.com** as a favourite online destination for everything there is to know about fun and entertainment in the city. As the online giant celebrates its tenth year anniversary, the site has hit a mega milestone: 1 million unique visitors in January alone, almost 1/3 of the GTA population.

"This is an incredible milestone for the site," said Candice Faktor, General Manager at **toronto.com**. *"It is in line with our laser focus on being the #1 online destination for where to go and what to do in the city."*

Over the past ten years, **toronto.com** has grown from internet start-up to the place to go for everything from movie listings, event & attraction info, to shopping, best bets in hotels and accommodations and the ever-popular restaurant, bars & clubs spotlights. Holiday festive guides, New Years Eve party roundups and other special additions have helped to make Toronto an easier place to live for countless city dwellers and visitors. **toronto.com** has become one of the most important internet marketing vehicles for local hospitality businesses and national advertisers looking to reach Torontonians and visitors who like to spend money in our city.

To celebrate their tenth year anniversary **toronto.com** is very busy rejuvenating and innovating the site's functionality, look and feel and content for both users and advertisers. To bring a new level of excellence and passion to the editorial team, **toronto.com** has recently installed Rob Maurin, a seasoned writer and editor, at the helm as Managing Editor.

"As experts on having fun and being in the know in Toronto, our goal is to provide as much information as possible to help our users enjoy the city," said Maurin. *"Our articles and guides round up our editors' picks throughout the year, and we provide an unmatched number of business listings and event listings that are a great resource for consumers"*

Maurin has built his credentials covering the city for organizations including Tourism Toronto, Where Toronto magazine and Toronto Life. He's a genuine Toronto-lover of the first order, always excited to share his latest discoveries, with a special fondness for downtown living and dining out. His editorial team consists of Antonella Nardulli – shops and hotels editor, Sabrina Melchiori – restaurants and movies editor, Stacey McLeod – bars and clubs editor and Lisa Van Kolfshoten – events and attractions editor.

With March Break quickly approaching, families staying in the city can stop worrying about what to do with their kids. As part of its new look and feel, **toronto.com** will launch a **March Break Guide**, one of ten themed specialty guides to the city this year. The March Break Guide will be rich with advice on what's going on in the GTA, where kid friendly events are happening, where parents can relax and where kids can be kids for the week. Other future guides to look out for include the Patio Guide, Summerlicious Guide, Pride Guide and more – all which will point you to the best parts of summer. The March break guide is live now.

For more information, interview requests with Candice Faktor or Rob Maurin or high res photography, please contact –
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