

FOR IMMEDIATE RELEASE

Toronto's very own Big It Up celebrates its 15th Anniversary on Oct. 8, 2011 with a star-studded event dubbed 'City Lights'.

Toronto - September 1, 2011

Known for its iconic presence and the quality of its head wear, Big It Up celebrates its first 15 years with a star-filled luminous show at The Great Hall. The night will benefit 'Youth In Time', an arts-based program, created by Big It Up and housed at Princess Margaret Hospital, that gives support to young adults, 18-29, who are diagnosed with cancer.

Inspired by the era of silent films, the evening will unfold with a flurry of entertainment to keep Toronto tipping its bowler hat.

Big It Up has a long history in support of the community and self-expression through the arts. In 2006 Big It Up used its 10th anniversary celebration as a fundraiser to launch 'Shoot With This', an after-school film program that provides at-risk youth with the skills and resources to create their own movies. Five years later the program has produced incredible results boasting graduates from post-secondary institutions, the production of award-winning short films, and ongoing partnerships with TDSB, Seneca College and York University.



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