

# PRESS RELEASE



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Power Unit Youth Organization  
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## NIGHT IT UP! 2011 – A Treat For The Senses

*Watch as an ordinary parking lot by day comes alive at night with the spectacle of market stalls, live entertainment, movie underneath the stars, midnight sports tournaments, along with a mini arts village for visitors to enjoy the sights, sounds, and smells of night time in the heart of Markham.*

(July 8, 2011 – Markham, ON) – Hosted by the Power Unit Youth Organization (PUYO) the two-day event, Night It Up! 2011 will be at **Markham Civic Centre** (101 Town Centre Blvd, Markham), on **Friday, July 15th** from 6:00 p.m. to 12:00 a.m. and **Saturday, July 16th** from 12:00 p.m. to 12:00 a.m.

The annual night market, Night It Up! returns in its 10th year with a new and larger location, expanded to accommodate never-before-seen programming. There will be over 120 food, merchandise and game booths, also featuring an outdoor movie screening of Ip Man 2, live communal painting, and a large outdoor sports zone. With bustling people, artists, good food, and live entertainment, Night It Up! promises to tantalize your five senses!

### **New Featured Food and Drinks**

Night It Up! features over 80 exclusive food booths, where vendors will be offering exotic Asian street food not generally found in local restaurants: Infamous stinky tofu, lamb/beef skewers, Hong Kong-style egg puffs, along with a wide new selection of unique foods such as tofu bread, spiral potatoes on a stick, Taiwanese shaved ice, waffle on a stick covered in crème brûlée sauce. Visit our event website ([www.nightitup.com](http://www.nightitup.com)) for upcoming features of Night It Up! foods.

### **Movie Underneath The Stars – July 16 (Saturday), 9pm to 11pm**

In partnership with the Toronto Reel Asian International Film Festival, Night It Up! will be having an outdoor screening of award-winning action film, Ip Man 2, on Saturday, July 16<sup>th</sup> at 9pm. English subtitles available. Watch this popular movie, starring Donnie Yen, Lynn Hung and Simon Yam in the company of good food and relaxing on the grass.

### **CCYAA interACTIVE SportsZone - July 16 (Saturday), 12pm to Midnight**

Night It Up!'s long-time community partner, Canadian Chinese Youth Athletics Association (CCYAA) presents an interACTIVE Sports Zone bringing activities from Tennis Canada, Toronto Maple Leafs and Toronto FC to the Town of Markham—don't miss the inflatable soccer field by Toronto FC, Xbox Gaming Zone, classic street basketball and volleyball tournaments, freestyle dance-offs, and much more!

MORE MORE MORE

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## **Paint-A-Thon – July 16 (Saturday), 1pm to 6pm**

A new project by Power Unit Youth Organization, Paint-A-Thon is an outdoor public arts event featuring live communal painting. In teams of 4, members and artists of the community will be able to paint to their hearts' content on large-scale canvases. Watch as artists turn an ordinary parking lot into a mini arts village.



## **Free Shuttle Bus Services and More Parking**

To improve the accessibility of the new location, free Viva shuttle bus services will be offered directly to the event. One will run along Warden from two stops: Warden Avenue/Steeles Avenue and Steeles Avenue/Ferrier Street (Metro Square). Service will be a 30 minute loop. The second shuttle will be a 10-15 minute loop starting at Town Centre Blvd & Clegg Rd., looping along Rodick Rd. and Cox Blvd. The two routes are scheduled to run on Friday, July 15, from 6:30p.m. to 12:30am., and Saturday, July 16, from 4:30p.m. to 12:30am. Almost 8000 parking spots are available in designated event parking lots close to Markham Civic Centre.

## **2011 Night It Up! Beneficiary: Sleeping Children Around the World**

Part proceeds generated from Night It Up! will be donated to our official beneficiary this year – Sleeping Children Around the World. Sleeping Children Around The World is a Toronto-based charity that raises funds to provide bedkits to children globally, typically being located in underdeveloped and developing countries. No portion of the bedkit donation is spent on administration—100% of the donation directs to needy children. Supporting Night It Up! means you are supporting children in developing countries with a good night's sleep.

## **About Power Unit Youth Organization**

Power Unit Youth Organization is a registered non-profit, youth-led organization striving to promote youth development and empowerment through philanthropy. This mission is realized through planning and executing small- and large-scale community initiatives, youth development programs, charity fundraisers and other such initiatives. Founded in 2002, the organization has raised over \$65,000 for local charities in the community.