

FOR IMMEDIATE RELEASE

**Developers Celebrate Liberty Village Success and Host Fourth Annual
'No Bull' Free Gourmet Barbeque on August 7**

Lifetime Urban Development Group and BLVD Developments draw crowd to their established Liberty Market Building and new project, Liberty Market Lofts

Toronto, August 5, 2008—Toronto's Liberty Village community, and those connected to it, are set to celebrate the emerging and fast-gentrifying neighbourhood—and specifically two of the area's pillar projects, **Liberty Market Building** and **Liberty Market Lofts**—at **an annual barbeque on Thursday, August 7, 2008 from 5p.m. to 9p.m.**

The event is dubbed 'Summer Q 08' and as the creative pieces featuring a bull motif to announce it quip, it will be "free bbq and suds—no bull!" for the crowd of 800-plus expected to attend. Hosted by **Lifetime Urban Development Group** and **BLVD Developments**—leaders in Liberty Village, contributing to the area's gentrification and growth—'Summer Q 08' marks the fourth year the developers have held the annual barbeque to celebrate the neighbourhood and its unique appeal.

Attendees will be treated to the live sounds of *God Made Me Funky*, as they enjoy the best in barbeque fare from well-known Liberty Market Building residents, *Atelier Thuet*, *Brazen Head*, and *Merci Mon Ami*. With beer supplied by Mill Street Brewery and wine by *Painted Turtle*, plus contributions from *Circles + Squares Bakery*, *Oro Cucina Italiana*, *Ryders Eyewear* and *Suntech Optics*, the event is sure to hold its ground as an annual neighbourhood favourite, in the 'must-attend' category.

Liberty Village—Toronto's fastest-growing neighbourhood—has been compared to the Meat Packing District of New York, drawing an urban, creative crowd, including young entrepreneurs and artists who keep the area buzzing with their energy and activity. Most recently, Lifetime Urban Development Group and BLVD Developments hosted the Liberty Market Lofts Art Festival on June 12, 2008, showcasing the talents of 22 local artists in a 4,600 sq-ft raw space-turned-gallery.

Media are invited to attend 'Summer Q 08' to experience the unique Liberty Village vibe and to meet the host-developers.

Liberty Market 'Summer Q 08' details:

What: Free Gourmet Barbeque Fare and Live Band as part of a fourth annual celebration of the Liberty Village neighbourhood.

When: August 7, 2008 5p.m.-9p.m.

Where: Liberty Market Building, 171 East Liberty Street, Toronto, Ontario, East Parking Lot.

Who: Liberty Village community, and their guests, hosted by developers Lifetime Urban Development Group and BLVD Developments.

To arrange for photo opportunities at the Liberty Market 'Summer Q 08' BBQ, for interviews with the host-developers, or for more information about Liberty Market Building and Liberty Market Lofts (www.libertymarketlofts.com), please contact:

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