



Nov 18, 2010 09:38 ET

Toronto Eaton Centre Lights Up the Season With the Swarovski Crystal Wish Tree

During \$120 Million Revitalization, TEC Still Sparkles With Full Day of Entertainment and Show-Stopping Canadian First

TORONTO, ONTARIO--(Marketwire - Nov. 18, 2010) - Toronto Eaton Centre and Swarovski Canada kick off Toronto's holiday season today with the sixth annual unveiling of the Swarovski Crystal Wish Tree in support of The Children's Wish Foundation of Canada.

A full day of entertainment begins in the afternoon, leading up to the presentation of a \$100,000 cheque to The Children's Wish Foundation, the unveiling of the Swarovski Crystal Wish Tree, and a magical Canadian first.

In six years, Toronto Eaton Centre and Swarovski Canada have raised over \$650,000, granting wishes to over 60 deserving children and families across Canada. And Toronto Eaton Centre's ongoing revitalization has not dampened the spirit of the holiday season.

"The Swarovski Crystal Wish Tree unveiling has proven to be an immense success year after year," said Susan Allen, General Manager, Toronto Eaton Centre. "Children bring happiness into this world and through this campaign we help bring some joy into their lives. Although we are currently undergoing an extensive revitalization, we wanted to ensure that we continue with this annual tradition that is so dear to many hearts."

Beginning at 12:30 p.m., performances will include singer-songwriter Brian Melo, 2007 winner of *Canadian Idol*, singer-songwriter Meaghan Smith, and Toronto's own Andy Maize from the band Skydiggers. Folk music group Leahy will perform "A Leahy Family Christmas", followed by performances from The Bach Children's Chorus and Juno-nominated rock-soul vocalist Suzie McNeil before the reveal of the one-of-a kind, 35' high and 20' wide rotating tree decorated with over 25,000 glistening Swarovski crystals.

Dina Pugliese and Kevin Frankish from *Breakfast Television* on Citytv will host the evening portion of the event, which begins at 6 p.m.

"We're once again thrilled to unveil the Swarovski Crystal Wish Tree and introduce our 2010 limited-edition ornament in support of The Children's Wish Foundation of Canada," said Wayne Page, Vice-President, Sales and Marketing, Swarovski Canada. "For six years, it has been our focus to help the foundation and make wishes come to life. To date, we have successfully helped raise enough money to grant over 60 wishes to kids. We are excited to see the brilliant smiles on the faces of the children again this year."

In addition to the limited edition Swarovski ornament, The Children's Wish Foundation will also be receiving support through proceeds raised from the Wish Photo Experience and Swarovski's Crystallized Snowflake Tag, which retails for two dollars, with all proceeds going to the organization. Families can also have their pictures taken in front of the green screen from November 20 to December 24, which offers three festive background options, including Santa's Workshop, Santa's sleigh flying through Toronto Eaton Centre's Galleria and the Swarovski Crystal Wish Tree. The Wish Photo Experience is located on Level 2 between

Bench and Costa Blanca stores. Two dollars from each photo package sold will be donated to The Children's Wish Foundation of Canada.

About Toronto Eaton Centre

Stretching two full city blocks, Toronto Eaton Centre is among Canada's most recognizable landmarks, and one of the country's best-known retail shopping destinations. With over 230 retailers, restaurants and services in the heart of downtown Toronto, Toronto Eaton Centre is the city's premier urban destination. Toronto Eaton Centre is owned and managed by The Cadillac Fairview Corporation Ltd, one of North America's largest investors, owners and managers of commercial real estate. For more information about the Toronto Eaton Centre, visit www.torontoeatoncentre.com. For more information on The Cadillac Fairview Corporation Ltd., visit www.cadillacfairview.com.

About Swarovski

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewellery and more recently lighting, architecture and interiors. Today, the Swarovski group, still family-owned and run by 4th and 5th generation family members, has a global reach with some 24,800 employees, a presence in over 120 countries and a turnover in 2009 of 2.25 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewellery and home décor items are sold through more than 1,800 retail outlets worldwide. The Swarovski Crystal Society has close to 350,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski group also includes Tyrolit[®], manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.

About The Children's Wish Foundation of Canada

Each year, thousands of Canadian children between the ages of 3 and 17 are diagnosed with a life threatening illness. Since 1984, The Children's Wish Foundation of Canada has worked tirelessly to grant exceptional wishes to over 16,000 children and their families. This year, the Foundation expects to grant 1,000 new wishes. The Foundation has never refused a wish to an eligible child, and with the help of volunteers and generous donors, is able to grant nearly three wishes every day. Each wish is an individual adventure, carefully structured to meet the needs of a particular child and family. The Foundation is a grassroots charity with chapters in every province and territory. For more information on The Children's Wish Foundation of Canada, visit www.childrenswish.ca.

For more information, please contact

MAVERICK PR (for Toronto Eaton Centre)

Kelly Olive

416.640.5525 ext. 230

kellyo@maverickpr.com

or

Edelman Public Relations (for Swarovski)

Allison Daisley

416.849.1403

allison.daisley@edelman.com