

Media Release - March 27, 2014

Do416: What To Do In Toronto. Finally.

Toronto is one of the biggest music markets in North America.

It's also one of the most vibrant, techsavvy and culturally progressive urban centres and home to a wealth of world class talent.

The missing ingredient - an equally amazing events listings site to match the quality and breadth of our creative community.

<u>Do416.to</u> answers the ever-persisting question: 'What should I do tonight?' for anyone in Toronto, on any night and on any budget. From the ACC to a local band's bar residency to club ragers, we've got everything music and lifestyle.

Do416 promises the most comprehensive, media-rich list of events possible, with absolutely no exclusion. Oh, and everything is curated by you.

Part of an ever-growing network of DoStuff Media properties that includes Austin's <u>Do512</u>, New York's <u>DoNYC</u> and Los Angeles' <u>DoLA</u>, Do416 fills the city's previous absence of a comprehensive culture listings home, displaying the most popular events as determined by user and Influencer votes. Meanwhile, you can browse for recommendations or easily access events by artist or venue, and flip through our listings by date and location.

To start with, we'll be powering six Toronto-based music websites and blogs, bridging the gap between the artists they talk about and those artists' appearances in Toronto. Being the Toronto affiliate of an Austin based company, we're excited to be reinforcing the sister city partnership led by Music Canada's 4479 in Toronto. Indie Music Filter, Sidewalk Hustle, A Music Blog, Yea?, Ride The Tempo and PureGrainAudio will also be using our platform to help you decide what shows to go to. Each site's events section is a reflection of their unique interests, pulling in events from Do416 and all of the media-rich information that comes along with it.

We're also working with dozens of influencers across Toronto's incredibly diverse musical landscape, adding their unique voices to our platform to help curate our most popular listings. We have artists on board, including JUNO and Polaris nominated group <u>A Tribe Called Red</u>, local personalities like <u>Indie88</u> Music Director & Afternoon Host Raina Douris, taste-making music blogs like <u>HillyDilly</u>, and Canadian and International record labels such as <u>Last Gang Entertainment</u> and <u>Epitaph Records</u>.

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