

**York Pride, Upper Canada Mall and Hillcrest Mall are launching a new partnership
that celebrates and connects the community with family-oriented programming**

2SLGBTQ+ friends, family, neighbours and allies will find Pride Month activities

at these key York Region Oxford Properties shopping centres

Newmarket, ON (May 18, 2022) – Together with York Pride, Upper Canada Mall and Hillcrest Mall will be celebrating the region's 2SLGBTQ+ community through a series of interactive and family-friendly events throughout the month of June. The goal of these events is to highlight positivity and community while recognizing York Region's diversity and 2SLGBTQ+ population through family-centric activities and celebrations

York Pride experienced significant momentum prior to the pandemic, with more than 25,000 participating in its 2019 celebrations. Programming this June is expected to attract thousands in celebration of representation and support for community members and their families, friends and neighbours.

"We are committed to empowering people through meaningful change and shared experiences and Queer arts, culture history and advocacy in June and every month of the year," said Jacob Gal, Development and Communications Lead, York Pride. "Pride exists outside of major cities. A very modest estimate is that five percent of the York Region population identifies as 2SLGBTQ+. Pride is strong in York Region."

"We're celebrating diversity and inclusion through this partnership with York Pride. Pride for our community is something we express every day. This partnership reinforces our role as a community resource, employer, meeting and recreational destination in the region," said Ryan Da Silva, General Manager for Upper Canada Mall and Hillcrest Mall.

Some of the family-friendly York Pride events at Upper Canada and Hillcrest Mall include:

[Upper Canada Mall](#)

Drag Queen Storytime

Market Court

Saturday, June 4 at 11:30 am and 2:30 pm

Face Painting and Other Fun Activities

Market Court

Sunday, June 5 between 11:00 am and 5:00 pm

[Hillcrest Mall](#)

Drag Queen Storytime

Centre Court

Saturday, June 11 at 2:30 pm

Face Painting and Other Fun Activities

Centre Court

Sunday, June 12 between 11:00 am and 5:00 pm

Please see below for more information on some upcoming York Pride events, and visit the [York Pride events page](#) for a full schedule of events in June and beyond.

- **Friday, June 3, 6:00 p.m. to 11:30 p.m.** – Pride Launch Party at Market Brewery
- **Saturday, June 18**
 - 12:00 pm to 11:55 pm – Pride on Riverwalk
 - 3:00 pm to 5:00 pm – Pride Parade
- **Thursday, June 30, 6:00 pm to 12:00 am** – Toodle-Pip Party (closing event)

About York Pride

York Pride is one of the fastest growing regional pride festivals in Ontario. Located in York Region, 30 minutes north of Toronto, our events are quickly becoming a destination for new and returning visitors. Our team is driven by passionate and dedicated community volunteers, that have the drive to create a region where residents and visitors have an opportunity to thrive and feel included through engaging events. York Pride uses events as a platform to create dialogue, real-life experiences, and meaningful connections within the community. We all stand together united for inclusion, safety, and love. York Pride will continue to be the celebration of human connection in which we encourage respect, openness, and understanding.

Follow our socials @yorkprideca **or visit:** yorkpride.ca for festival programming.

#YorkPride #Reconnect #LoveYR

About Upper Canada Mall

Upper Canada is the premiere shopping destination in Newmarket, Ontario located just 30 minutes north of Toronto. Co-owned by Oxford Properties Group and CPP Investment Board (CPPIB) and managed by Oxford Properties Group, Upper Canada is an award-winning shopping centre featuring more than 200 stores in one million square feet of retail space, including Zara, lululemon, Apple, Aritzia, Sephora, MAC, Michael Kors and Market & Co. – a 40,000 sq. ft market concept with fresh, local and convenient food and dining offerings. For more information, please visit uppercanadamall.com

About Hillcrest Mall

Hillcrest is a regional shopping centre which features an exceptional mix of 120+ fashion, lifestyle and food retailers. Strategically located in the heart of Richmond Hill, the shopping centre provides an unparalleled opportunity to capitalize on the region's lucrative economy and growing affluent population. Sought-after brands including Sporting Life, Indigo, HomeSense/Marshalls, West Coast Kids, H&M, Hudson's Bay, lululemon, Aritzia and Sephora continue to highlight Hillcrest as a shopping destination in York Region. Hillcrest is co-owned by Oxford Properties and Montez Corp and managed by Oxford Properties Group.

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