



## Visiting Journalists Informational Welcome Kit

### How to pick up Media Passes:

#### 1. Go to

NXNE Festival Headquarters  
Hyatt Regency Toronto  
370 King Street West  
Toronto, Ontario, Canada  
M5V 1J9  
416.343.1234

#### 2. Registration Hours

For NXNE media passes:

To pick up your NXNE media passes:

Wednesday, June 16, 12 noon - 8 p.m. EST

Thursday, June 17, 12 noon - 8 p.m. EST

Friday, June 18, 12 noon - 8 p.m. EST

Saturday, June 19, 12 noon - 8 p.m. EST

For any NXNE Interactive questions, contact [daniel@fitc.ca](mailto:daniel@fitc.ca)

### Media Pass Access:

- **NXNEi only:** Gives entry to Interactive Presentations and Conference Series (June 15 -16, 2010)
- **NXNE only:** Gives entry to music, film, Conference Village and "Put The Boot In" charitable soccer match (June 16 – 20, 2010)
- **NXNE + i:** Gives entry to music, film, Conference Village, "Put The Boot In" charitable soccer match AND Interactive Presentation and Conference Series (June 15 – 20, 2010)

### Visit us in the Media Office!

NXNE publicist will be available in the media office located at NXNE festival Headquarters at the **Hyatt Regency** in the **King Ballroom**.

### Special Events:

Although there will be numerous events taking place throughout the festival, with the main hub being the Hyatt Regency, the following is a list of highlighted events:

#### - **Interactive Keynote: Ze Frank**

At the Heart of It: Struggling to Connect in a Virtual World

Hyatt Regency: Regency Room

Tuesday June 15, 2010

4:35 p.m. – 5:35 p.m. EST



- **Opening Night Parties**

Wednesday June 16, 2010

A night of parties that celebrate the closing of NXNEi Interactive and opening of NXNE music, film and Conference Village.

- **Town Hall**

Moderator: Jake Gold, Management Trust

Panelists: **Riley O'Connor**, Chairman, Live Nation Canada; **Brian Hetherman**, VP of Industry Affairs, FACTOR; **Shauna De Cartier**, Owner, Six Shooter Records; **Chip Sutherland**, Radio Starmaker; **Andrew Cash**, Politician; **Ralph James**, President, The Agency Group; **Mike McCarty**, President, Ole Music Publishing; **Rob Farina**, Executive Vice President, Content for Astral Media Radio; **Jeffrey Remedios**, Artist Manager - Broken Social Scene

Second City

Wednesday June 16, 2010

2 p.m. – 5 p.m. EST

- **NXPO**

Trade Show

Hyatt Regency: King Ballroom

Thursday June 17 & Friday June 18, 2010

12 p.m. – 8 p.m. EST

- **Music Meeting** – *sponsored by the Ontario Media Development Corporation*

“FM USA” with Moderator: Sean Coakley, Songlines

Panelists: **Jim McGuinn**, The Current KCMP; **Rita Houston**, WFUV; **Kevin Cole**, KEXP

Hyatt Regency: Regency C

Thursday June 17, 2010

2:30 p.m. – 4 p.m. EST

- **This Movie is Broken** – *Canadian Premiere*

The Royal Theatre: 608 College St. West

Thursday, June 17, 2010.

7 p.m. EST

- **Celebrity interviews**

X

Hyatt Regency: Regency B

Friday June 18, 2010

2 p.m. – 3p.m. EST



*Mudhoney* with Allan Cross  
Hyatt Regency: Regency B  
Friday June 18, 2010  
3:30 p.m. – 4:30 p.m. EST

**Weakerthans Art Show & Film Screening**

*We're the Weakerthans, We're from Winnipeg*  
National Film Board (NFB): 150 John St. – Licensed Venue  
Friday, June 18, 2010  
Art show: 5:30 p.m. – 6:30 p.m. EST  
Film Screening: 6: 30 p.m. – 8 p.m. EST

- **Suck**

Bloor Cinema: 506 Bloor St. West  
Friday, June 18, 2010.  
9:45 p.m. EST

- **NXNE Poster Show**

Twist Gallery - 1100 Queen St. W  
Runs June 14 - 28  
Open Daily 12 p.m. - 6 p.m. EST

**NXNE Poster Show: Opening Night Party**

Monday June 14, 2010  
7 p.m. EST

- **Record Show**

Rare and Unique Vinyl Vendors  
Hyatt Regency Toronto: King Ballroom  
Saturday June 19, 2010  
12 p.m. – 5 p.m. EST

- **Search and Destroy: Iggy Pop and the Stooges' Raw Power – Canadian Premiere**

Toronto Underground Cinema: 186 Spadina Ave.  
Saturday, June 19, 2010.  
5 p.m. EST

- **Strummerville - Double Billed with Superstonic Sounds: The Rebel Dread**

Toronto Underground Cinema: 186 Spadina Ave.  
Saturday, June 19, 2010.  
6:30 p.m.



- **Stones in Exile** – *Canadian Premiere*  
Closing Night Gala  
Toronto Underground Cinema: 186 Spadina Ave.  
Saturday, June 19, 2010.  
9 p.m. EST
- **“Put The Boot In”, Charity Soccer match**  
Rockers vs. The World - *in support of Right To Play*  
BMO Field  
Sunday June 20, 2010  
Doors Open: 11:30 a.m. EST  
Kids Scrimmage: 12 p.m. EST  
Rockers vs. The World: 1 p.m. EST

### **Getting Around Toronto:**

#### **Airport:**

Aerofleet is a great company to contact their website is [www.aerofleet.ca](http://www.aerofleet.ca) and you can schedule a pick with them.  
Toll free number: 1-800-268-0905 for rates  
Expect to pay roughly \$50.00

**You can also** hail a cab from the airport

**OR**, take public transit:

The 192 Airport Rocket bus to Kipling Station  
Kipling Station Eastbound to St. George Station then Southbound to St. Andrew’s Station  
Catch the 504 at King St. & University (St. Andrew Station) Westbound along King to John St.  
Continue walking west to 370 and Voilà!

#### **TTC – Public Transport:**

Subway, Streetcar and Buses

Main website: [www.ttc.ca](http://www.ttc.ca)

Trip Planner Link: <http://bit.ly/9M0Ny6> (gives timed travel directions from point a to b)

Or [www.myttc.ca](http://www.myttc.ca)

416-393-4636

See Pocket TTC map included

#### **Taxi:**

Beck: 416-751-5555

Co-op: 416-504-2667

Crown: 416-750-7878

Diamond: 416-366-6868

**Important Places:****Sports bars:**

Wayne Gretzky's Restaurant – 99 Blue Jays Way  
The Football Factory – 164 Bathurst St.  
The Loose Moose – 146 Front St. West  
The Charlotte Room – 19 Charlotte St. (Has pool tables)

**Patios:**

The Black Bull – 298 Queen St. West  
Panorama Lounge – 55 Bloor St. West, 51<sup>st</sup> Floor  
Hemmingway's – 142 Cumberland St.  
Queen Mother Café – 206 Queen St. West

**24 hour eats:**

Reggie's Old Fashioned Sandwiches -571 King St. West  
Xe Lua Restaurant – 254 Spadina Ave.  
Pho Pasteur – 525 Dundas St. West

**Drinks:**

Mill St. Brewery – 55 Mill St., Building 63. (In Distillery District, awesome area to spend a few hours)  
Smokeless Joe's – 125 John St. (Big selection of artisanal beers)  
Barchef – 472 Queen St. West (Large Selection of mixed drinks)  
Sweaty Betty's – 13 Ossington Ave.

**Food:**

Rodney's Oyster House – 469 King St. West (Seafood)  
Le Sélect Bistro – 432 Wellington St. West (French)  
Smoke's Poutinerie – 218 Adelaide St. West (Poutine, Poutine and Poutine)  
Café Diplomatico Restaurant – 594 College St. (Italian)

**Pharmacy:**

Shopper's Drug Mart – 388 King St. West (closest to Hyatt Regency 370 King St. W)

**Record Stores:**

Cosmos' West Records – 663 Queen St. West  
Kops Records – 229 Queen St. West  
Play the Record – 357 Yonge St.  
Rotate This – 801 Queen St. West  
Sonic Boom – 512 Bloor St. West

**Out door spaces:**

High Park – High Park subway station

For more information, visit the **Media Office** located in the Hyatt Regency Toronto. Tel: 416-343-1234 x 5822



Allans Gardens – Greenhouse in park at Carlton St. and Jarvis St. (College subway station)

**Galleries & Museums:**

Art Gallery of Ontario – 317 Dundas St. West (Frank Gehry Renovation)

Royal Ontario Museum – 100 Queens Park (New addition designed by Architect Daniel Libeskind)

401 Richmond Galleries – 401 Richmond

Bata Shoe Museum – 327 Bloor St. West

**Coffee shops:**

Lettieri – 441 Queen St. West, 581 Bloor St. West (two of 11 in Toronto)

Balzac's Coffee – 55 Mill St., Building 60 (In Distillery District)

Le Gourmand – 438 Richmond St. West

**Banks:**

We have many banks, all offer ATM's and there are independent ATM machines as well.

These are the main banks with locations closest to The Hyatt Regency (370 King St. West):

TD Canada Trust – 363 Bremner Blvd.

CIBC – 200 King St. West

Bank of Montreal – 112 Spadina Ave.

Scotiabank – 222 Queen St. West

Royal Bank of Canada - 2 Queen St. West

HSBC – 222 Spadina Ave.

National Bank of Canada – 150 York St.

For more information on what's good, great and awesome visit [www.yelp.toronto.com](http://www.yelp.toronto.com)

**How to use YELP:**

1. Go to [www.yelp.toronto.com](http://www.yelp.toronto.com)
2. Enter in desired topic, ie. Cheap eats, drink specials, spas etc.
3. Enter in your location, intersection or if you're looking to explore, just Toronto
4. From the list of choices brought up: read reviews, find contact information and much more

**Taxes & Tipping:**

In Toronto we have an HST tax that's 13 per cent and will be added to pretty well every bill you get. In addition to this tax, it is customary to tip servers anywhere from 15 – 20 per cent of your pre-tax bill. Sometimes, tip is included, so check your bill first.

We also tip taxi drivers and hairdressers.

**Important Publicity Contacts:**

**Media Office:** King II Ballroom at the Hyatt Regency Toronto Tel: 416-343-1234 x5822

**Rebecca Webster/ Webster Media Consulting**

[Rebecca@webstermediaconsulting.com](mailto:Rebecca@webstermediaconsulting.com)

Tel: 416-562-5294

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