



PRESS RELEASE

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NIGHT IT UP! 2010 PRESENTED BY AIR CANADA

The original night market in Toronto returns as Night It Up! expands with sports tournaments on the street, new interactive wall, local performances, and the same Asian street food that everyone love and long for.

(July 2, 2010 – Markham, ON) – With great anticipation, **Power Unit Youth Organization (PUYO)** returns to host its second annual, two-day event, **Night It Up! presented by Air Canada** at **Metro Square** (3636 Steeles Ave.) and on Acadia Avenue, on **Friday, July 9th from 7:00 p.m. to 1:00 a.m.** and **Saturday, July 10th from 1:00 p.m. to 1:00 a.m.**

Night It Up! features over **40 exclusive food booths**, where vendors will be offering exotic Asian cuisine originating from China, Malaysia, Japan, Taiwan, and Thailand that are not generally found in local restaurants. Distinct among its many offerings, Night It Up! proudly provides the taste of a most popular snack across Asia: **stinky tofu**. This form of fermented tofu tastes milder than it smells and has developed a large following year after year. Also well-received and found on event grounds will be chicken cutlets and some delicious seafoods such as **soft shell crab** and **raw oysters**. For those less adventurous, Night It Up! will offer from the grill, among other culinary delights, skewers of beef, chicken and lamb. For those with a sweet tooth, the event offers goodies such as **grilled pineapple, fried sugar coated chestnut and thirst quenching fresh coconut juice**.

PUYO is pleased to announce the expansion of the event to **Acadia Avenue**, where the Canadian Chinese Youth Athletics Association (CCYAA) will be hosting **street volleyball and basketball tournaments**. In the same spirit of sport, the **Toronto Maple Leafs Mobile Fan Zone** will be making an appearance at Night It Up! Attendees will be able to immerse themselves in an exact replica of the Maple Leafs dressing room.

As the former organizers of Toronto Night Market, PUYO's years of event-planning experience will ensure that Night It Up! 2010 presented by Air Canada maintains its reputation as Toronto's most authentic Asian night market event. At last year's event, over 60,000 patrons attended Night It Up! over the two-day span. Both new and returning visitors will have no difficulty discovering a variety of delights for their eyes, ears, nose, and especially their palette.

Live Stage Performances

A fresh and energetic program filled with local talent will be showcased on the Night It Up! stage this year. **Soul Plane**, who boasts the first thumbs up on MuchMusic's hit TV show Disband, has chosen Night It Up! 2010 as the venue to celebrate their fourth album release, "Red-Eye Flight" on July 9th. Over the course of the night, the stage will be shared by the veteran dance team and returning Night It Up! performers Versatile Young Bodies of Energy, better known as **VYbE**. The lead vocal of the band Maybe Refuge, **Joey Than**,

recently placed first in the 2010 Sing for Your Heart competition, held by the Heart and Stroke Foundation. Together with John Wu on guitar and Hiu Chan on bass, **Maybe Refuge** visits with every intention to liven up the Night It Up! crowds with their unique musical style.

Night Wall at Night It Up!

Music and dance are each arts in their own rights. This year, PUYO will be introducing a creative initiative aimed to inspire the improvisation skills of all Night It Up! visitors. The canvas will be known as the **Night Wall** (www.nwall.ca). In addition to being decorated spontaneously, the Night Wall will be built from the simplest of materials: the post-it note. This preliminary structure, enveloped by a collage of post-its, is only the first phase of two, the second of which will be an independent PUYO event to come in late 2010.

Power Unit Youth Organization and Philanthropy

The three values of PUYO are youth development, empowerment and philanthropy. As its flagship project, Night It Up! does not stray from these values. From sponsorship and sales, to promotion and logistics, every aspect of the event is youth-run and youth-driven. Over \$55,000 has been raised by PUYO since its inception, with every penny being put to good use by charitable and non-profit organizations located in Toronto and the GTA. The non-profit beneficiary being supported this year at Night It Up! 2010 is **Well of Change**.

Well of Change (www.wellofchange.org) has undertaken a unique initiative, supplying individuals and businesses alike with the opportunity to donate their services to the community in exchange for a fee that the service provider agrees to allocate in full to a charity of preference. Well of Change founders Christine Ho and Kevin Tsoi aim to cater to the socially aware who lack the financial means or time to match their desire to give back.

Night It Up! 2010 has more. The **E3 Challenge** is a leadership development project, designed for youth, also proudly run by PUYO. The first challenge of this competition involves running a games booth at Night It Up! This year's E3 Challenge partners for the second and third challenges include the distinguished companies of Procter and Gamble and Microsoft.

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