



SIGHTS AND LIGHTS – CELEBRATING ION SATURDAY JUNE 22, 2019

HAVE YOU HEARD THE NEWS? Service for the ION will begin on Friday, June 21st, with free ridership for the 11 days following the launch. To celebrate, the UpTown Waterloo BIA, ION and Downtown Kitchener BIA have partnered to host “Sights & Lights,” a social crawl between the hearts of Waterloo and Kitchener on **Saturday, June 22nd**. During the event Community and business members are encouraged to jump on the ION and explore all that each core area has to offer. Special programming will be found throughout Uptown and Downtown between 12 pm and 10 pm including bands, art installations, performers, free giveaways, a scavenger hunt and an outdoor concert at Kitchener City Hall.

CALLING ALL BUSINESSES! We encourage you to do something special at your business, celebrating along with us. Take advantage of the visitors to our area and share the DTK Love. The Downtown Kitchener BIA encourages you to get involved and promote yourselves, ideas include:

- Sidewalk sales
- Live music/ DJ
- Discounts
- Menu specials
- Themed food and drink
- Contests
- Extended business hours
- Decorations
- Themed classes or workshops

INTERESTED in getting involved? Contact Lori Muller at lmuller@kitchenerdowntown.com or by calling 519-744-4921 x 401