

For Immediate Release

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A fashionable pair

-- InterContinental Toronto Centre teams up with the Fashion Design Council of Canada to create Insider Packages --

The InterContinental Toronto Centre (ICTC) -- one of Toronto's leading luxury hotels located in the heart of the entertainment and financial districts -- is launching a series of couture guest packages sure to turn the heads of chic women everywhere. In collaboration with the Fashion Design Council of Canada (FDCC), this initiative is timed to coincide with L'Oréal Fashion Week F/W 08, being held March 17th – 21st in Toronto.

“It's the ideal partnership,” says Benjamin Sinclair, ICTC director of sales and marketing. “Our goal is to provide unique experiences for visitors to Toronto and these exclusive trips into the city's fashion world fit perfectly with the FDCC and its mandate to promote talented Canadian designers, as well as allow us to offer something no other hotel does.”

Three different **Insider Shopping Packages** run the gamut from haute couture to high-end pedicure. And it doesn't get more “inside” than a venture into the Fashion District with Toronto's ultimate design maven, Robin Kay, who is also the FDCC president.

Fashionista forays

The **Canadian Insider Design Package** (pricing starting at \$425 per night) borrows a page from Robin Kay's coveted “black book” where she has accumulated names and addresses of the city's most exclusive emporiums. Armed with a map of the pertinent neighbourhood along with a “bio” of each shop, fashionistas will be chauffeur driven to Queen Street West where a handful of chic boutiques showcase the talents of local designers. After shopping until dropping, it's off to lunch or high tea at one her favorite venues. As for all those cumbersome shopping bags — the concierge will arrange pick up of all packages which will then be delivered to ICTC hotel rooms.

Accommodation will be on the recently renovated Club Floors, which include private check-in, continental breakfast, afternoon tea, evening cocktails and hors d'oeuvres in the cozy Club Lounge. Other perks include a Fashion Rescue Kit stocked with specially chosen amenities and a signature ICTC Fashion Cocktail delivered every night to guests' rooms.

“The word has spread across Canada that Toronto is currently the fashion capital of our beautiful country. As the attendance and profile of Fashion Week continues to grow, so does the very essence of the mandate of the Fashion Design Council of Canada -- to brand our designer community with the calling card of Fashion Week,” says Robin Kay. “Without the partnership of the Intercontinental Toronto Centre and its support we would never reach an international arena. The FDCC welcomes our newest friend of fashion and looks forward to even greater fashionable experiences together.”

Ladies only

The **Insider Shopping Girl's Getaway**, perfect for groups of four to seven, features a choice between two packages: **Insider Couture** or **Petticoats and Pedicures** (prices upon request). The Couture excursion focuses on Canadian clothing and jewelry designers who are receiving international acclaim, while Petticoats escorts guests to shops where professional lingerie clerks promise perfectly fitted undergarments. Once the basics have been taken care of, guests head back to the hotel for a relaxing pedicure in the sumptuous spa. Both packages include accommodation on ICTC's Club Floors, private car service, an evening ICTC Fashion Cocktail and Fashion Rescue Kit as well as the services of one of the city's most highly reputed personal shoppers, Barbara Captijn, director of Insider Shopping Toronto Ltd.

“We believe our Insider Packages will be a big hit not only for those fascinated by fashion but also for guests who want to get a private peek into the offerings of a world-class city,” adds Sinclair. “The hotel has long been at the top of travelers’ must-see lists and with our recent renovation and unique offerings, it will likely stay there for years to come.”

Rooms with a view

The InterContinental is a masterpiece of modernism, designed to fulfil every need of the discerning guest. Following a spectacular, \$30-million renovation, the 586-room hotel brings together ideal location, plush accommodations, state-of-the-art technology and meeting facilities, and personalized customer service.

The hotel features the exceptional Azure restaurant and Victoria Spa, a serene oasis offering a wide selection of treatments. Club InterContinental, an exclusive “hotel within the hotel” is designed with the business traveler in mind. The three floors of 90 elegantly appointed rooms and suites provide private concierge services, a lounge, library and boardroom.

The InterContinental Toronto Centre, which overlooks scenic Lake Ontario, is set in the midst of Toronto’s financial, theatre and restaurant districts. The hotel is managed and operated under license by InterContinental Hotel Group, Inc. Direct reservations within Canada and US can be made at 1-800-422-7969 or 416-597-1400 and worldwide reservations can be directed to 1-800-327-0200 or online at www.ictc.ca

For additional information or visuals of the InterContinental Toronto Centre or to arrange an interview or visit, please contact Susan Willemsen, Renee Lalonde or Rebecca Kennedy at The Siren Group Inc. Tel: 416-926-8087. Fax: 416-926-9712.
Email: info@thesirengroup.com