

Toronto, ON - SwimOP, Ontario Place for All, and associated concerned citizens announce a peaceful protest and a day of action and advocacy against the proposed commercialization of public beaches, featuring a rally and an 'Imagined Beach Party' on October 3rd, 2023, at 10 AM, located on the sidewalk outside 100 Queens Quay East, The Quay.

Event Highlights:

- **Purposeful Gathering:** Aimed to champion the sanctity of public spaces and preserve unadulterated natural beauty.
- **Key Speakers:** Doug Ford and Kinga Surma, who are promoting the contentious MegaSpa, will present their visions, invited by the Toronto Board of Trade.
- **Collaborative Impact:** Featuring a synergistic collaboration between SwimOP and Ontario Place for All, enhancing the protest's outreach and impact.

Objectives:

The gathering aspires to raise robust awareness regarding the detrimental impacts of transforming public spaces into commercial entities. It seeks to unify voices in conveying to decision-makers and influencers that public spaces are invaluable assets and should remain accessible and untouched by commercial endeavors.

Special Features:

- **Sunbathing and Relaxation:** Attendees are encouraged to come in bathing suits and bring beach essentials to enjoy sunbathing on our 'Imagined Beach'.
- **Refreshments & Fun:** Providing watermelon and creating a harmonious atmosphere for like-minded individuals to connect over shared values and have fun.

Call to Action:

This initiative invites all concerned citizens to join forces on October 3rd to let the unified voice echo the importance of preserving public spaces and to stand against their commercialization. It is a call to be the change and to secure the future of our beautiful, pristine waterfronts.

Social Media & Contact:

- **Facebook Event Link:** [Click Here](#)
- **A blog post for the event:** [Click Here](#)

This event aims to reinforce the importance of natural heritage and public spaces in our communities, striving to preserve them for the enjoyment of present and future generations, while standing firm against their commercial exploitation. We hope to see a strong turnout, as together, we can save our beach!

For more information, or to schedule an interview, please contact hello@swimop.com.