

# PRESS RELEASE



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## **ALL-STAR INTERACTIVE VENUE PLAN UNVEILED BY SISTERS -**

### **HIGH END OUTREACH ATTRACTING UPSCALE CORPORATE SETTING FROM ACROSS THE GTA IN FUTURE PLANS FOR EGLINTON EAST AREA**

For many years, Toronto's east end was targeted chiefly toward consumer and commercial markets in the immediate community. The inauguration of "The Danforth Suite" Event Venue allows market expansion for upscale corporate markets from the entire GTA.

Sisters Ljuba and Branka Nikolovski will be jointly unveiling their new event venue for Toronto's corporate environment. The Danforth Suite, a second floor one-of-a-kind venue, complete with 12 upscale bowling lanes, ensures total privacy for its guests.

Cozy lounge chairs and couches, rich dark colours and commissioned art by Canadian contemporary artist Raymond Waters of the Craig Scott Gallery, provide luxury and elegance for the marketable visitor. The Danforth Suite is the perfect environment for Team Building; Strategy Meetings; Training Sessions; Sales Meetings; Customer Appreciation Events; Fundraisers, and Year-end Gatherings. Setting a new standard in excellence, All Star Interactive has also partnered with some of Toronto's top caterers to ensure guests the finest culinary creations Toronto has to offer.

"Our market analysis and research revealed that the Danforth/Eglinton consumer and commercial area is in critical need of improvement and expansion for consumer components. Implementing an upscale approach is the first step of my long-term vision for the creation of the new Eglinton East BIA with the same objective - to make our businesses attractive for all Torontonians in the GTA," says Branka Nikolovski. Ms. Nikolovski has been independently spearheading and organizing the investiture of Toronto's most recent, modern and brand new BIA and has recommended that it be named "The Eglinton East BIA."

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The open house ribbon cutting gala for the Nikolovski Sisters venue is being held on Wednesday November 11th, 2009 at 6:00 p.m., located at 2791 Eglinton East, at Danforth Road in Toronto. Caterers Daniel et Daniel and en Ville will be serving the events culinary creations. An outreach corporation open house is planned and is expected to attract future corporate visitors to attend the gala grand open house. The official ceremonies are scheduled to be conducted by Toronto Councillor Michael Thompson who as a mayoral candidate has unwaveringly stood for improving the city's east end's moniker sometimes being inaptly associated.

City Councillor Michael Thompson of Ward 37 in Toronto feels that the elegant interactive event venue is coming at a time when the city needs boost.

"By bringing together business and recreation, the event venue will provide an enhanced resource for organizations across the GTA," Councillor Thompson said. "It promises to be good for business and good for our community," states Councillor Thompson.

For additional information about the gala grand opening and ribbon cutting, please contact Branka Nikolovski at (416) 617-8544 or Councillor Michael Thompson at (416) 397-9274.

For further information about All Star Interactive, The Danforth Suite event venue in Toronto, please look on-line at [www.AllStarInteractive.ca](http://www.AllStarInteractive.ca)

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