

River City tackles Toronto's age-old question: EAST VS WEST?

Which side are you on? Ask a Torontonian and you'll get an answer, often passionate – east or west. The divide is as old as the city itself – is your stomping ground of choice east or west of Yonge Street? In Toronto, you know if you're an east-believer or a west-believer, way down in your heart-of-hearts, it's a deep-in-your-bones kind of thing as to which side rules. But how many Torontonians have asked themselves how and why they came by their zealous east-west allegiance? Given the fun-filled chance, exactly how would they debate the matter? We're about to find out.

River City condo dwellers have it easy – poised on the west bank of the Don, they can spot west Toronto from their home on the downtown edge of the east. The denizens of River City don't need to come down very hard on which side of Toronto is cooler, friendlier, easier, more chic, worth it, which makes River City, developed by forward-thinking Urban Capital, the perfect locale to referee the definitive, once-and-for-all, argument-ending debate of #EastvsWestTO.

Mark it on your calendar now: Wed., Nov. 12, at the River City sales centre on 51 Trolley Cres., where King Street East meets Lower River Street, between 6 and 9 p.m. Moderated by a Toronto mover and shaker, with an audience of plugged-in, influential onlooker participants, Team East and Team West – manned by two local notables each – are going to decide this one for the ages. Urban culture outlet *NOW Magazine* has come on board to promote the event to its eclectic readership.

Some of the issues raised by the panel will be frankly

hilarious, clever but with an emphasis on wit. Others will have real significance: infrastructure; culture; entertainment and recreation; trending neighbourhoods; bang-for-your-buck value. Liveability is the name of this game. Where in Toronto is liveability ideal?

For the lucky guests who RSVP in time on the East vs West website, the event will be abundantly local. Popular Hogtown food trucks will serve top-choice local nosh with Toronto foodie flair, because no matter where, Toronto loves a food trend. A Toronto brewery will wet everyone's whistles with some of the locally made beer we're all favouring.

River City intends to build momentum leading up to, and on the night of, via social media posts hashtagged #EastvsWestTO. Post with your argument-ending points and pictures as to why your side of the T Dot has far more special people and places. On the big night, there will be a collage wall where the audience can literally post a token – a picture, a menu, a sign, whatever it takes to make your side unbeatable.

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Toronto-centric, yes, but that's exactly what River City aims to curate – a night of strictly Toronto fun that Torontonians will totally get. The next time someone from the Danforth says Ossington is so hip it hurts? If a Roncey regular complains one more time that Riverdale lacks edge? We'll know exactly how to rebut. Let it be resolved that River City will put on a smart, sharp, entertaining, totally cool Toronto time. East or west – Toronto makes for good discussion.

RSVP to East vs West at EastvsWestToronto.ca

