



LIFETIME DEVELOPMENTS CAPTURES TORONTO'S ENTERTAINMENT DISTRICT

*Developer unveils captivating multimedia tribute
to the future home of The Bond*

Just as Torontonians might start to think that the iconic Entertainment District couldn't be any trendier, Lifetime Developments proves otherwise with its new, engaging and artistic multimedia campaign for The Bond Condominiums.

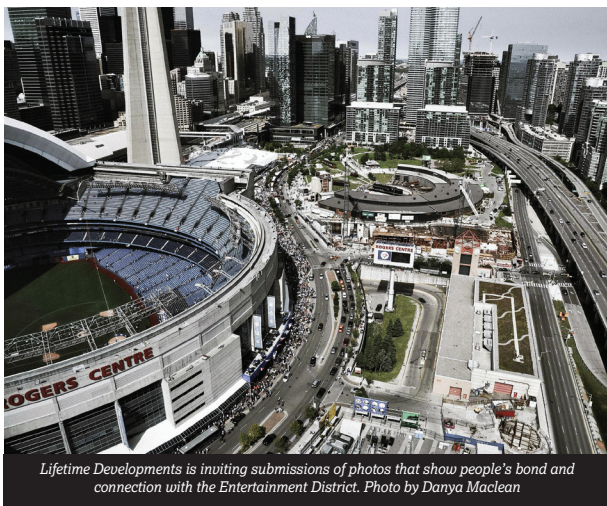
To celebrate the release of the Connected Collection, the final selection of suites at The Bond, Lifetime's campaign highlights the Entertainment District and some of its most stylish and successful citizens in an eight-week series called The Collective.

In a spotlight-style video, Lifetime releases a weekly video via Facebook and YouTube featuring influencers in the business, fashion, dining, and lifestyle industries,

whose personal brands are inextricably linked to the Entertainment District.

The video series profiles Zark Fatah of Capture Group, Charles Khabouth of INK Entertainment, and Hanif Harji of Icon Legacy Hospitality, among other high-profile individuals. To conclude the video series, Lifetime will present a documentary-style video that walks the viewer through the neighbourhood from day into night, connecting them with the cultural landmarks and exciting attractions of the area.

"The Entertainment District is Toronto's most thriving neighbourhood. We want our residents to feel connected with the neighbourhood right from the beginning," says



Brian Brown, vice-president of Lifetime Developments. "The Bond is located right in the heart of this lively District, so that connection between our development, our purchasers and the neighbourhood... it's the foundation of our campaign."

While The Collective videos explore the connection between people and Entertainment District, and the documentary will connect viewers to the sights and sounds of the area, the creative campaign's final element has people capturing their personal connection with the Entertainment District through photos.

Lifetime Developments is inviting submissions of photos that show people's bond and connection with the Entertainment District, and include a human element, to its Instagram Photo Contest using the #BondTO hashtag. Each week a photo will be selected for a chance to win great prizes such as a tequila tasting for two, gift certificates to local restaurants, passes to tour the Steamwhistle Brewery, or the grand prize of an iPhone6.

"We have long known that the Entertainment District was an area on the rise and given the right attention to detail and design, would be appealing to buyers," says Brown. "The transformation of this neighbourhood over

the last decade has been unprecedented, and the photos submitted through Instagram really capture and illustrate this vibrant and lively community."

Designed by Core Architects, The Bond Condominiums is currently under construction at the corner of Adelaide and John Street, and one of the area's most successful and highly anticipated projects. The exclusive selection of suites in the new Connected Collection will include the recently added top two floors of the 42-storey tower, as well as a limited number of newly released terrace suites.

The stunning suite interiors are designed by Thomas Pearce Interior Design Consulting, and feature nine-ft. ceiling heights, floor-to-ceiling windows, and spacious balconies in each suite that amplify the panoramic views of the city and lake.

Residents will have access to two levels of amenity space on the seventh and eighth floors. The Urban Retreat features a private lounge complete with a wet bar, event kitchen and dining room; billiards lounge; golf simulator; and an outdoor terrace. Upstairs, the Fitness Retreat features a weight and cardio training room, double-height yoga studio, outdoor pool and hot tub, plus a sun lounge equipped with a juice bar.

"The Entertainment District has transformed into an exciting place, where people can live where their life is. The Bond is surrounded by restaurants, theatres and lounges, and is close to many offices, shopping, and transit options," says Brown. "With a landmark location and desirable amenities, this new collection of suites won't be available for long."

To watch the videos in The Collective series, visit online at thebond.ca/collective-series, or visit [instagram.com/connectandcapture](https://www.instagram.com/connectandcapture) to see the amazing submissions to the #BondTO Connected Collection photo contest. For more information on The Bond Condos, visit thebond.ca or call 416.546.7525.