

September 16, 2020

FOR IMMEDIATE RELEASE

Downtown Brampton celebrates the 50th Anniversary of Ontario BIAs

Brampton, ON (September 16, 2020) - Downtown Brampton BIA is very excited to be celebrating the 50th anniversary of Business Improvement Areas across Ontario and will be hosting special social media posts from Wednesday September 16th through to Wednesday September 23, 2020. Enjoy daily posts about the Downtown Brampton BIA and how the BIA is making a difference in the downtown community, and what the BIA is working on with the City of Brampton and many downtown stakeholders.

In case you did not know, business improvement areas (BIAs) started in Ontario back in the 70's, when the Bloor West Village BIA was the very first BIA created in Toronto. Through the great efforts of business owner Alex Ling. Alex Ling became a prominent public figure for the Bloor West Village BIA and eventually assisted in the creation of the Toronto Association of BIA's (TABIA.) See the full story [here](#).

Today, there are approximately three hundred (300) BIAs in Ontario and close to 500 BIAs across Canada. Business Improvement Areas and districts can be found world wide. These business associations, serve the local business and community neighbourhood with the intention to create a vibrant and safe community and downtown business district. Internationally, BIAs (or their equivalents) are in more than 10 countries around the world, such as the USA, the UK, Scotland, Germany, Singapore, Australia, New Zealand, China, and India.

"BIAs are integral to advancing distinct, livable, vibrant and resilient business community in Ontario and beyond, and arguably Ontario's (Toronto's) greatest export," says Kay Matthews, Executive Director of OBIAA (Ontario Business Improvement Area Association). "We're excited to see the idea spread and OBIAA strives to be pivotal in building capacity of our BIAs by providing a platform for sharing their wonderful ideas and best practices amongst our BIAs."

Enjoy our Shop Local Downtown Brampton week from September 16-23, 2020 and learn more about why BIAs play such an integral part of the community.

"The Downtown Brampton BIA is happy to celebrate OBIAA's 50th Anniversary! Enjoy our OBIAA celebrations with social media posts from September 16-23, 2020 and learn more about the Downtown Brampton BIA and all of the amazing businesses, restaurants and retail in our downtown. Says Kristina Romasco, chair of the Downtown Brampton BIA."

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