



For Immediate Release

**Introducing Greenwood Stakes
Toronto's New Fashion-Forward Day at the Races
Saturday, May 26**

From the Producers of Vancouver's Most Anticipated Summer Event – The Deighton Cup

- Featuring thrilling thoroughbred horse races, style contests, lawn games, a cocktail showcase with Toronto's top mixologists and more -

- Tickets go on sale March 27 -

Click [here](#) to view a video trailer for The Greenwood Stakes

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Toronto, Ont. (March 19, 2018) – The elegance of the Royal Ascot meets the excitement of the Kentucky Derby with the introduction of the [Greenwood Stakes](#) – an afternoon of high stakes horse races, fashion, art installations, mixologist competitions, live music, gourmet food and lawn games set to kick off the summer season in style in Toronto.

Celebrating the 10th anniversary of the [Deighton Cup](#) – dubbed by press and attendees as Vancouver's biggest fashion and social affair of the summer, attracting more than 5,000 people every year – event producers Parade Agency and the Social Concierge are launching its sister event in Toronto, the Greenwood Stakes. The inaugural event takes place Saturday, May 26, 2018, from 12 – 7 p.m. at Woodbine Racetrack. Sounds of hurried thumping hooves and people excitedly placing bets will set tone of the day, while the centerpiece will be the running of 10 thrilling thoroughbred stakes races, with post time of 1 p.m.

Named in homage to the 19th century Greenwood Raceway that had its heyday in Toronto's roaring 20's, the event will bring out the city's see and be seen crowd clad in bespoke seersucker suits, fascinators and Southern Belle-inspired finery to take part in the festivities of a day at the track.

"We're thrilled to mark the 10th anniversary of the Deighton Cup and celebrate its incredible success with the launch of the Greenwood Stakes in Toronto," said Tyson Villeneuve, Partner, The Social Concierge. "Toronto is a world class city and Torontonians have a fierce sense of individual style, making it the perfect the destination for our newest event. We're looking forward to making the Greenwood Stakes Toronto's must-attend fashion-forward social affair to kick off the summer."

Drawing on signature elements of the Deighton Cup, the Greenwood Stakes is bringing two popular competitions to Toronto: the Style Stakes Best Dressed Awards and the Cocktail Jockey Mixology Showcase.

The Style Stakes Best Dressed Awards challenges attendees to step up their style game and push the fashion envelope for a chance at one of two \$500 cash prizes and to become Greenwood Stakes Style Ambassadors in 2019. Notable fashion industry judges will select 10 finalists (five women and five men), who will flaunt their ensembles on stage. The judges will then award the coveted Belle Du Jour and Gallant Sartorialist awards, respectively.

The Cocktail Jockey Mixology Showcase will see five of Toronto's top mixologists in a head-to-head competition to shake up the ultimate twist on a classic cocktail. The winner will earn bragging rights and their winning cocktail will become a signature cocktail at the Greenwood Stakes.

Tickets start at \$75 and go on sale Tuesday, March 27 at www.greenwoodstakes.com. A portion of proceeds from all ticket sales will benefit [motionball for the Special Olympics Canada Foundation](http://www.motionball.ca).

Full programming, food and beverage details for the Greenwood Stakes will be announced in the coming weeks.

IN BRIEF: THE GREENWOOD STAKES

When: Saturday, May 26, 2018

Where: Woodbine Racetrack – 555 Rexdale Blvd, Toronto

Time: 12 – 7 p.m.

Post Time: 1 p.m.

Price: Tickets start at \$75

Tickets: On sale March 27; available online at <https://www.greenwoodstakes.com>

Dress Code: Derby attire

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THE SOCIAL CONCIERGE

The Social Concierge is a boutique branding and marketing agency that specializes in consistently delivering unique, premium solutions to a select range of experientially-focused clients. With a growing range of signature in-house events, The Social Concierge are also proud purveyors of fine culture. For more information, visit our website: www.thesocialconcierge.com

PARADE AGENCY

Parades aren't just about garish getups and big balloons. They're a coming together of people with a collective goal to create, manage, and occupy a special experience. And special experiences are our specialty.

Whether it's about strategically planning an innovative corporate event, creating a captivating brand activation strategy, or designing and implementing an outstanding visual identity, we have precisely what you need— and then some. For more information, visit our website: www.paradeagency.ca

SOCIAL MEDIA

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