



For Immediate Release  
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**The Carlu celebrates five years with five pianos and five senses**  
*-- Historic special events venue returns to roots with gala anniversary and performance in famed Concert Hall --*

Toronto, ON. The Carlu -- Toronto's renowned special events venue and best example of heritage restoration -- is proud to celebrate its fifth anniversary on Friday May 9th, with an invitation-only gala event and special musical performance on the famed seventh floor. Lauded by Canadian composer and pianist Glenn Gould as "...having the best acoustics in North America," the Concert Hall will be the scene for a show-stopping performance of "5 Pianos" under the musical direction of Thompson T. Egbo-Egbo. The evening -- designed to appeal to the five senses -- commences at 6:30 pm with chic cocktails and canapés in the Foyer, followed by the 7:30 pm seated performance. Guests will then be treated to a unique dining experience provided by The Carlu's preferred caterers. Memorable musical entertainment featuring students from the Glenn Gould School at The Royal Conservatory of Music, the Regent Park School of Music and Toronto Jazz Orchestra will follow in the Sky Room and fabled Round Room.

"In celebration of our fifth year of success at The Carlu, we decided to pay homage to our celebrated cultural past, with the theme of 5 Pianos," says Mark Robert, managing partner, The Carlu. "We are committed to supporting the arts in Canada and welcome our very special guests to what promises to be a truly unforgettable performance and evening of elegance."

A vital part of Toronto's cultural landscape and designed by French architect, Jacques Carlu in the Art Moderne style, the seventh floor of former Eaton's College Park has received worldwide recognition for its restoration. Five years on, The Carlu continues to register with the needs of Toronto for a venue where all forms of culture intersect to create a premiere destination within the city.

The Carlu's re-opening in 2003 was the vision of Toronto entrepreneurs, Jeffrey Roick and Mark Robert, who single-handedly raised Cdn \$8 million for the project. After twelve months of negotiations and two years of painstaking renovations, The Carlu opened its doors on May 3, 2003. Since then, the venue has secured more than 2,000 bookings and enjoyed its busiest month this past November, demonstrating The Carlu's continued success as one of Toronto's premiere destinations for special events.

Since the gala opening five years ago -- hailed "the party of the decade" by local media -- The Carlu has played host to a range of special events, from private social functions such as weddings and bar/bat mitzvahs, to top corporate functions, concerts, fundraisers, trade conferences, film and photo shoots, meetings and fashion galas, all which speak to the versatility and relevance of the venue itself.

A key reason for The Carlu's success is the unique ambience set forth by each of its majestic rooms, painstakingly restored to their original splendour, making it an icon of 1930s style and placing Toronto on the world's design radar. The 10,000 square foot Grand Foyer allows patrons to step off the private elevator, to enjoy its worldly glamour, reminiscent of another era.

With its tasteful retro chic, The Foyer contains two of the venue's five bars and offers access to all of the function rooms. The Round Room -- the most celebrated room of the 50,000 square foot space -- boasts a fully restored mural masterpiece by Natacha Carlu. The jewel of the room, a Lalique fountain designed by Carlu himself, sits in its original home under the breathtaking domed ceiling.

The Sky Room, with its shimmering candle wall offers an intimate and romantic space; the Clipper Room oozes masculine charm, suitable for a range of corporate functions. The Concert Hall has retained its superb acoustics and continues to draw performances from a range of celebrated artists including the upcoming Toronto Summer Music Festival in July.

The restoration -- its attention-to-detail, as well as practical applications – is aimed to ensure flawlessly executed special events. Only the highest-end suppliers and sponsors were selected as part of the renovations; modern upgrades surpass the needs of the most discerning of event planners. The epitome of service with a cosmopolitan flair ensures care for every function and the comfort and ambience of the rooms suit any size of corporate, cultural or social event.

“Five years on we continue to be amazed at the support we have received from the community, and are thrilled to see that our vision for this historical landmark has been recognized and embraced by not only the local community but an international audience as well,” adds managing partner, Jeffrey Roick. “For an experience one will never forget, The Carlu is an unrivaled destination. We are content to see our original vision realized, and proud that in the past five years we have done our part to put Canada on the world’s cultural map.”

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For additional information, visuals or to arrange an interview with a spokesperson from The Carlu, please contact Rebecca Kennedy, Renee Lalonde or Susan Willemsen at The Siren Group Inc. Tel: 416-926-8087. Fax: 416-926-9712.  
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