



PRESS RELEASE

EATON CHELSEA, TORONTO DISPLAYS ARTISTIC SIDE FOR CHARITY

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TORONTO – Toronto’s Entertainment Hotel, the [Eaton Chelsea, Toronto](#), is a proud supporter of SickKids Foundation, the largest charitable funder of child health research, learning and care in Canada which provides critical support for patients at The Hospital for Sick Children (SickKids), one of the world’s foremost paediatric health-care institutions. On April 3, 2014, from 5:00 p.m. to 7:00 p.m., the local community will be invited to meet the hotel’s “Artist in Residence”, Harry Enchin - and discover his memory-evoking vintage images which are now on display throughout the newly renovated lobby. Enchin will also be donating an “artist proof” in support of SickKids Foundation.

“The ability to “give back” to the community is not only an important philosophy of the Eaton Chelsea, Toronto but it is something the hotel practices every day. Helping people in our communities is not just a nice thing to do; it is an expression of what it means to be an Eaton Chelsea employee. We are not only willing to go above and beyond to bring comfort to our guests, but also to bring comfort to families in need in the local community in which we operate,” said Josef Ebner, regional vice-president – Canada & managing director, Eaton Chelsea, Toronto.

Award winning photographer Enchin’s TorontoTIME is a series of photo-based collages that digitally combine City of Toronto Archive source material from the first half of the twentieth century with modern day images of identical locations. “With a reference ‘old’ image in hand, I revisit the exact spot where the original image was taken. I find the same perspective, lining up the ‘old’ and ‘new’ and then capture a ‘new’ image,” said Enchin.

One of the event highlights will be a cheque presentation to SickKids Foundation in the amount of C\$86,000 which is the result of the annual Eaton Chelsea Charity Golf Classic. The hotel will also announce a new partnership with SickKids Foundation as part of their corporate social responsibility efforts for 2014. Eaton Chelsea has committed to a five year fundraising plan with a goal of \$500,000 over five years to support [Ages and Stages](#), an online information portal on [AboutKidsHealth.ca](#) with resources for parents about child development and common health issues. AboutKidsHealth is part of the Learning Institute at SickKids.

“We are grateful for the Eaton Chelsea’s generous support of *Ages and Stages* on AboutKidsHealth,” says Sean Schurr, Director, AboutKidsHealth. “This partnership will help SickKids provide expert medical information to families affected by illness and injury in order to improve the health and wellbeing of children in Canada.”



For more information about the Eaton Chelsea, Toronto, please log on to www.eatonchelsea.com
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About Harry Enchin

Award winning photo-based artist, Harry Enchin uses archival city images to create new moments in time which bridge decades together. His photographic collages combine the vintage image with his present-day photography. The work has received extensive media coverage and has been exhibited at Aqua Art Miami, the Toronto International Art Fair, Scotiabank’s CONTACT Photography Festival and the Affordable Art Fair in Mexico City. Enchin’s work in public, private and corporate collections and is supported by government Arts Councils. For more information about the artist, visit <http://www.torontomomentsintime.com/#!/index>

About SickKids Foundation

Established in 1972, SickKids Foundation raises funds on behalf of The Hospital for Sick Children (SickKids) and is the largest charitable funder of child health research, learning and care in Canada. Philanthropy is a critical source of funding for SickKids -- one of the world’s foremost paediatric health-care institutions. For the fiscal year ending March 31, 2013, SickKids Foundation made an unprecedented investment of \$92.6 million in children’s health, a direct result of generous community and corporate support. For more information, please visit www.sickkidsfoundation.com.

About Eaton Chelsea, Toronto

As Canada's largest hotel with 1,590 guest rooms, Eaton Chelsea, Toronto is centrally located and just steps from the city's best shopping districts, world-class theatres, vibrant nightlife and exciting attractions. A full-service urban resort, Eaton Chelsea has room types to suit everyone and the hotel offers four restaurants and lounges, separate adult and family recreation areas and pools – including the "Corkscrew" - downtown Toronto's only indoor waterslide. As a premier family destination, the hotel offers a full range of services including the Family Fun Zone with Camp Chelsea, Kid Centre and Club 33 Teen Lounge. For more information or to make reservations, please call 1-800-CHELSEA (243-5732) or visit www.eatonchelsea.com



Eaton Chelsea, Toronto



TorontoTIME Series by Harry Enchin



The Hospital for Sick Children