



NEW HOMES & CONDOS

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SITE STORY

Canopy by Hilton debuts in Canada at The Rosedale on Bloor

188-room Canopy Toronto | Yorkville to be developed in the historic Yorkville neighbourhood

Canopy by Hilton, Hilton's newest hotel brand that redefines the lifestyle space, and The Gupta Group/Easton's Group of Hotels, one of Ontario's most respected names in real estate development, has announced plans to introduce Canopy by Hilton in midtown Toronto.

The partnership marks the lifestyle brand's first location in Canada at The Rosedale on Bloor, The Gupta Group's new 52-storey mixed-use condominium tower to be built at Bloor St. (at Sherbourne St.). Canopy by Hilton, which debuted last year, targets vibrant, culturally-rich neighborhoods in select cities across the nation. Each property is reflective of its local neighbourhood through design, food and beverage, art and the brand's 'positively yours' culture.

"We're delighted to welcome the Canopy by Hilton brand to Canada and to The Rosedale on Bloor Condominiums," said Steve Gupta, The Gupta Group Chairman and CEO.

"This is a perfect alignment of two very strong brand names and we believe Canopy by Hilton's unique lifestyle approach to hotels will complement The Rosedale on Bloor's outstanding location, quality and amenities."

"As Canopy by Hilton continues to redefine the lifestyle segment and emerge into new territory, our brand is constantly seeking partners to align with our key pillars, and The Rosedale on Bloor in midtown Toronto served as an ideal location for our first Canopy by Hilton property in Canada," said Gary Steffen, global head, Canopy by Hilton. "Each Canopy by Hilton location reflects the

energy of its neighbourhood, while taking inspiration from its surroundings and we're excited for our guests to experience the exclusive Yorkville district."

Canopy Toronto | Yorkville at The Rosedale on Bloor will occupy the first 10 storeys of the tower and will include 188 hotel rooms.

The hotel will have a separate entrance, lobby and amenities to The Rosedale on Bloor Condominiums. Canopy Toronto | Yorkville amenities will include a fitness centre, yoga and weights room, outside patio, business centre, resto bar and an indoor pool, which will be shared with The Rosedale on Bloor residents.

The Rosedale on Bloor is presenting sophisticated living on the new edge of Rosedale, Canada's most treasured and desirable neighbourhood, steps from Bloor/Yorkville, one of the world's great retail destinations.

Fresh off the success of its Dundas Square Gardens condominiums at Dundas St. and Jarvis St., Toronto's fastest-selling condominium, The Rosedale on Bloor is The Gupta Group's latest addition to an impressive portfolio of condominiums and hotels.

The 476 residential units at The Rosedale on Bloor begin on floor 11 and range in size from 307 to 871 sq. ft. Designed by Page+Steele/IBI Group Architects, the tower features modern, sleek and contemporary interiors by Alessandro Munge of Studio Munge and landscape architecture from NAK Design Strategies.

For more information, visit therosedaleonbloor.com and www.canopybyhilton.com or [\[hilton.com\]\(http://hilton.com\). To inquire about development opportunities, visit \[www.hiltonworldwide.com/development\]\(http://www.hiltonworldwide.com/development\).](http://press.canopyby-</p></div>
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Connect with Canopy by Hilton on Facebook, Twitter, and Instagram (@canopybyhilton) using hashtag #PositivelyYours to explore fresh-forward thinking in travel, design, and wellness.

— Courtesy of The Gupta Group/Easton's Group

