

Beevision & Village of Dreams Productions  
**Village of Dreams – Tales from the Gerrard India Bazaar**

**TORONTO FILMMAKER REACHES OUT TO PUBLIC TO HELP PRESERVE A  
PIECE OF SOUTH ASIAN HISTORY**

December 1, 2016 – Beevision & Village of Dreams Productions in partnership with TVO, the Gerrard/Ashdale Library (TPL) and City of Toronto Archives proudly announces the *What's Your Bazaar Memory?* contest.

*What's Your Bazaar Memory?* is a photo and story sharing contest aimed at finding and preserving photographs and stories that celebrate South Asian Heritage and the rise of the Gerrard India Bazaar, North America's largest South Asian Marketplace - an important hub that helped and continues to help South Asians maintain and celebrate their culture and lifestyle. A cash prize of \$500 CN will be offered for best photo and best story.

Fondly known as Toronto's "Little India", the neighbourhood sprung to life in the early 1970's when businessman Gian Naaz rented, and later purchased, the Eastwood Theatre on Gerrard Street and began screening Bollywood and Pakistani films. Being the first and only theatre in North America to exclusively screen Bollywood Films, it drew large numbers of Indo-Canadian visitors from across Toronto and beyond. Restaurants, businesses and stores started popping up to serve the burgeoning South Asian communities immigrating to South Western Ontario and the North Eastern United States. Forty-Five years later, the community boasts over 100 South Asian shops and businesses and hosts the annual Festival of South Asia - one of Toronto's top cultural attractions.

To better understand the significant contribution South Asians have made to Canada's diverse identity, TVO has commissioned a television and digital platform documentary called Village of Dreams, produced by Beevision & Village of Dreams Productions. Having been born in India and a resident in the community, documentary filmmaker and Beevision Productions founder Nina Beveridge wanted to make a film that explored and celebrated her unique neighbourhood. As part of the project she has launched a photo and story sharing contest to help protect and preserve the neighbourhood's legacy. "It is my dream that this contest will inspire members of the South Asian community and visitors to the Gerrard India Bazaar to dig up their old photo albums and think back on their favourite stories of the Bazaar, and to share them with us so the history and legacy of the Gerrard India Bazaar can be preserved." Members of the South Asian community have travelled to the Bazaar for years, sometimes from as far as Trinidad, the US and the UK, for the wide selection of specialty products and services.

Beevision & Village of Dreams Productions has partnered with TVO, City of Toronto Archives and the Gerrard/Ashdale Library so that the photographs and the stories can be preserved and shared.

According to K.S. Khorana, owner of Kala Kendar and the Founding President of GIBBIA (Gerrard India Bazaar Business Improvement Area, founded in 1981), “Canada and Toronto’s Gerrard India Bazaar was the perfect place for South Asians to come to and make a fresh start. There was lots of opportunity to find work or start a business here, so many South Asians immigrated, worked hard, had children and became successful in our new country of Canada.”

The Village of Dreams documentary explores and reflects upon the dreams and challenges of entrepreneurial families in the Bazaar and will be aired in 2017. A sneak peek of shareable digital shorts from the project can be viewed here: <http://villageofdreams.ca/villagers/>

The *What’s Your Bazaar Memory?* contest is now open and runs from until March 31<sup>st</sup>, 2017. Please see [www.villageofdreams.ca/bazaar-memory](http://www.villageofdreams.ca/bazaar-memory) for details.

Electronic press kit with images and social media assets for sharing the contest with your community can be found here: [www.villageofdreams.ca/toolkit](http://www.villageofdreams.ca/toolkit).

***Available for interviews / CONTACT:***

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**Village of Dreams**  
PRESENTS

**WHAT'S YOUR BAZAAR MEMORY?**  
**AN IMAGE & STORY SHARING CONTEST**

**WIN \$500 CASH PRIZES FOR  
BEST PHOTO & BEST NON-FICTION STORY**

**JOIN US IN PRESERVING OUR  
SOUTH ASIAN HERITAGE**

[WWW.VILLAGEOFDREAMS.CA/BAZAAR-MEMORY/](http://WWW.VILLAGEOFDREAMS.CA/BAZAAR-MEMORY/)  
#VILLAGEOFDREAMS #SOUTHASIANHERITAGE

**2016 FESTIVAL OF SOUTH ASIA GERRARD ST EAST & WOODFIELD RD**  
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