

# re:vitalize

## **re:vitalize Campaign Lead Gift Recognized through Naming of New State-of-the-Art Event Space at Toronto Reference Library** *- The Bram and Bluma Appel Salon -*

**(Toronto, ON)** – May 7, 2009 – At a media conference held today to celebrate the launch of its **re:vitalize – Toronto Reference Library Campaign**, the Toronto Public Library Foundation announced a \$3 million lead gift from the Bluma Appel Community Trust. In recognition of this generous donation, the new state-of-the-art event space at the Toronto Reference Library - a key component of the Toronto Reference Library's five year, \$34 million revitalization project - will be named **The Bram and Bluma Appel Salon at the Toronto Reference Library**.

"Bram and Bluma Appel were incredible supporters of our city, giving tirelessly of their time and money to various Toronto cultural and educational institutes," said Richard Boxer, a member of the Campaign Cabinet. "It is eminently fitting that their name be associated with this vital new space that will soon serve as our city's premiere public forum for cultural programming and community engagement."

"We are incredibly proud to have our parents' names associated with this magnificent public space," said David Appel, son of Bram and Bluma, on behalf of the Appel family. "My parents understood the importance of public discourse to a civilized society and were passionate about supporting initiatives that engaged the hearts, minds and imagination of Torontonians."

Designed by Moriyama and Teshima Architects, the 16,800 square foot **Bram and Bluma Appel Salon** will be comprised of three large modular spaces that will allow for a host of cultural events and programs including author readings, arts events and panel discussions. When not in use for library programming, the Salon will be available to rent for private functions and social events.

"The Toronto Public Library Board was unanimous in their support of recognition of this gift through naming of the new event space," said Matthew Church, Chair, Toronto Public Library Board. "Bram and Bluma Appel are well respected for their legacy of public philanthropy, and for their generous support of the cultural life and arts community of Toronto as well as other charitable endeavours."

Currently under construction, **The Bram and Bluma Appel Salon** will open to the public in September 2009.

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