Town, TD Bank collaborate for ?premium concert experience? for music lovers and food pantry

By Brock Weir

The first party in Aurora's Concerts in the Park series is a little over a week away, taking over Town Park next Wednesday, and this year ? with the help of TD Bank Group ? the Town of Aurora is getting ready for a concert series to remember.

The Town and the Bank have joined forces to present the TD Concerts in the Park Series, promising a new concert experience for attendees of these musical Wednesday nights with the launch of the premium concert experience. Before each concert, show organizers will accept food donations for the Aurora Food Pantry and with every food donation, you have the chance to earn an upgrade to the front row for you and up to three guests to enjoy the show from special TD Bank Muskoka chairs along with complimentary food from vendors.

?We really analyze every element of the concert and we get a good feel as to what keeps the concert experience fresh and what is motivating for the attendees who come each week,? says Shelley Ware, Special Events Coordinator for the Town of Aurora. ?Every year we try to add a new feature, whether it is direct or subtle, and this was just a really good year to tie in a premium concert experience. TD Bank Group was very receptive to it. We were ecstatic to see how eager they were to get involved and I am really excited to see the patrons be able to experience this.?

This particular journey started off with a brainstorming session by Ms. Ware on how to increase donations for the local food bank. This opportunity soon fell into place offering a ?win-win all around,? she says, noting they are hoping to have ?overflowing? donations for families in need.

?We're thrilled to support the Town of Aurora by sponsoring the TD Concerts in the Park series, which will profile exciting local talent,? says Adam Schellenberg, District Vice President of TD Canada Trust. ?TD understands that music has the power to bring people together and we're proud to support events like this one.?