



## NEWS RELEASE

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### **New first-of-its kind outdoor event space opens in downtown Edmonton**

Edmontonians looking for safe outdoor experiences will soon have a new downtown spot to enjoy. inStreet Developers announces the spring opening of [The Backyard](#), an outdoor event venue and community hub located at 10004 103A Ave, east of the Ice District. This first-of-its kind event space in downtown Edmonton features a bar made from a repurposed shipping container, a pop-up retail kiosk, distanced seating, string lighting, custom-designed bike racks, neon signs and colourful murals.

The modular space can easily be transformed to safely accommodate events of all types, from yoga classes, live music shows, intimate weddings, winter markets and various private events, that will bring vibrancy and creativity year-round to Edmonton's downtown.

"The Backyard reimagines what a public outdoor space can be. It can be a hyper-local place, versatile enough to transform into what Edmontonians need it to be. Through unique architecture, art and design, and a variety of engaging events, The Backyard transforms the standard retail, dining and hospitality setting through a new, functional and safe lens that encourages community" says The Backyard owner and operator Peter Stetsko.

The Backyard is a place to unwind, connect and discover all things local. On scheduled event days, The Backyard patrons can grab a bite from food trucks parked on-site, enjoy craft beer from local breweries, shop for Edmonton-made goods in the pop-up kiosk or meet their match in the games area.

The Backyard believes that supporting local is more than a statement, it's a lifestyle. Everything for sale at The Backyard is proudly made in, and around, Edmonton by hard-working, passionate people. Whether it's the bar and kiosk custom-designed and built by Honomobar, the art murals and bike racks by Vignettes and Thirdspace Design Group, The Backyard's partnerships with Sea Change Brewing and Strathcona Spirits, or the collaboration with Analog Brewing on The Backyard house beer, The Backyard is proud of each and every one of their vendors and partners.

"The Backyard is the perfect example of the kind of innovation we're seeing from our business community and developers in 2021. This kind of project helps build towards a resilient economy and an interconnected community by investing in a vibrant outdoor space and sparking moments of joy for Edmontonians downtown," says Puneeta McBryan, executive director of the Downtown Business Association of Edmonton. "People are yearning for special experiences after what we've all been through over the past 14 months, so The Backyard will undoubtedly be a huge success and bring some major excitement and energy to the north edge of our downtown core."

The Backyard will open later this spring when Alberta Health restrictions permit. For images of The Backyard, [click here](#).

To learn more, visit [www.wearethebackyard.com](http://www.wearethebackyard.com), and follow us @thebackyardyeg on Instagram and Facebook.

For more information and to book a tour of The Backyard, contact Peter Stetsko: 780-935-4419, [peter@wearethebackyard.com](mailto:peter@wearethebackyard.com)