



## TORONTO NATIVE OPENS FIRST PAINT AND SIP FRANCHISE IN CANADA

*Canadian Master Licensee's first Pinot's Palette® Toronto location set to open July 14*

**TORONTO (July 11, 2016)**—Canadian native Christena Smith and husband Chad Smith are bringing *Pinot's Palette*, the premiere, upscale entertainment destination to “Paint. Drink. Have Fun.®”, to Toronto, Ontario. The new studio—one of eight planned to open over the next six years—is scheduled to open on July 14. The studio will be located at 2866 Dundas St. W right in the hustle of The Junction.

“Toronto was our goal for *Pinot's Palette* from the start!” said Chad Smith. “As soon as we opened our first studio in Stamford, we observed the unique opportunity we have to bring the community a fun way to come together, get creative and have a new experience. We also quickly knew we wanted to transport that experience to our beloved Toronto. Joanne (Christena) was born and raised near Bloor West Village, and given the strong character and vibrancy of the city, we knew Toronto was the ideal location for this fun, new entertainment concept.”

Guests sign up for the no-experience-required art event online at <http://www.PinotsPalette.com/Toronto>. Local, trained artists lead guests in recreating the featured painting of the night during two- or three-hour painting events. But this is no sleepy art class. This is a place to “Paint. Drink. Have Fun.” Guests enjoy cocktails, listen to great music, and celebrate an evening with friends and loved ones. Each guest leaves with a painting that will look great hanging on any wall!

*Pinot's Palette* provides everything needed: Art supplies, smocks and world-class instruction—guests simply show up and prepare to have fun for a night out.

To help lubricate the evening, the Toronto location features a bar onsite with a great selection of wines by the bottle or glass, various domestic and import beers and specialty cocktails. There is a private party room, which seats up to 24 people, perfect for an evening with close friends or family. Guests are encouraged to bring whatever food they like. The main studio seats up to 50 people, and is available for both public and private events. *Pinot's Palette* can also bring the party to off-site events, with packages available for painting parties at a chosen location. *Pinot's Palette* is perfect for any occasion night or day: Birthday Parties, Girls' Nights Out, Corporate Team-Building Events, Stagettes, Baby Showers and even Kids' Parties.

Master Franchise Licensees Chad M. Smith, and his wife Joanne Christena Smith, a Toronto native herself and the company's Creative Director, will be opening this first studio and leading the brand's Canadian development as the American-based franchise expands throughout North America.

To sign up online for an upcoming class, give someone a great gift certificate or to reserve your space for a very unique and memorable party for any occasion, go to <http://www.PinotsPalette.com/Toronto> or call (416) 769-8585.

### **About *Pinot's Palette***

*Pinot's Palette* is a pioneer of the paint and sip experience – a revolutionary way to enjoy art and wine, meet new people and bond with friends. With more than 175 locations open or under development across 34 states and Canada, and new locations popping up monthly, *Pinot's Palette* is the world's fastest growing paint and sip franchise. Guests enjoy a no-experience-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to their events, *Pinot's Palette* curates a unique, rewarding

experience while providing a worthwhile contribution to the community. For more information, visit [www.PinotsPalette.com](http://www.PinotsPalette.com).



Master Licensees Chad and Christena Smith will open *Pinot's Palette*, the upscale art-entertainment studio, this summer. It will be the first paint and sip franchise in Toronto and Canada.

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