



TORONTO RAVE COMMUNITY

PART OF THE **DAILY BEAT** NETWORK

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PRESS RELEASE

For immediate release

Toronto's largest collective of dance music enthusiasts, and the largest online association of local Electronic Dance Music (EDM) fans, *Toronto Rave Community (TRC)* has announced the launch of a new website coming in Winter 2014. In addition to growing the TRC's user base and continuing to provide a fully-integrated and unified ecosystem for EDM fans to connect, the newly-acquired collective will promote up-and-coming local talent, events/festivals, and global news through community-driven editorial and podcasting.

The hyper-engaged Facebook community grabbed the attention of Christopher Lavinio of New York-based Daily Beat in 2013, and has marveled at the exuberant energy and rapid growth that keeps accelerating.

"When we first came across Toronto Rave Community just over a year ago, we knew the group was special. Now full of 30,000 passionate dance music fans (and counting), the community has since grown into a collection of people that care about the music scene in Toronto, and have watched it grow into something amazing." - Christopher Lavinio, Founder and CEO of Daily Beat

Toronto is home for some of North America's premiere talent, festivals, and promoters. It is through this network of talent and administration that bring tens of thousands to the city of Toronto every year to participate in the thriving culture that is the EDM revolution. The rise of the Toronto dance music scene will be assisted through Daily Beat's new *DBFirst* premiere platform and TRC's forthcoming infrastructure for editorial, weekly Podcasting hosted by local talent, and a fully interactive ecosystem that fueled the communities growth since inception.

The future of a unified cultural experience has never looked brighter. As Christopher Lavinio hopes, "TRC will truly shape the way niche music markets act for years to come."

TRC will be launching it's new website in Winter 2014. Watch the promo video and sign up to receive updates on the TRC launch at torontoravecommunity.com. You can visit the thriving Facebook group and witness the growing energy and excitement that members bring daily to the community [here](#).

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www.torontoravecommunity.com

