



Empire Communities Debuts the Maverick Social Club and New King West Condo

TORONTO, ON (April 10, 2018) – Empire Communities, one of Canada’s largest homebuilders, has launched The Maverick Social, a new social club experience that will be accessed exclusively by residents of Empire Maverick – the soon-to-be-released luxury condominium coming to King St West this summer.

Officially unveiled in February with a [Speakeasy Prohibition](#) party at King West’s Escobar, The Maverick Social will be piloted through a series of invite-only music, film, style, food and cocktail events attended by some of Toronto’s top influencers, tastemakers and Maverick Original members. In addition to the event series, social club members will have access to some of the biggest events and exclusive experiences in the city’s social calendar through Maverick Plus, including VIP sports tickets, sold out festivals, art parties and more.

“We are still reveling in the success of The Maverick Social’s first-ever event and are enthusiastic to continue piloting the concept,” says Sue MacKay, VP of Marketing at Empire Communities. “The speakeasy gave Toronto a first-look at this new social club experience, an exclusive amenity our Maverick residents will have access to in the form of curated events, bespoke concierge services and elevated experiences as discerning as our homeowners.”

Coming to King St West across from TIFF Bell Lightbox, Empire Maverick will be a condominium development as stylish as its address with a social club at its core, designed by IBI Architects and U31. Residents will enjoy a collection of sophisticated amenity spaces to unwind, hold business meetings or host private social events with the assistance of an on-site Social Architect to satisfy their every need through the Maverick Social.

“Eager to elevate Toronto condo living, we’re confident the Maverick Social will bring an unprecedented level of convenience and connectivity to the lifestyles of Empire Maverick residents,” says MacKay.

For more information on Empire Maverick, visit: empiremaverick.com and stay tuned for more Maverick Social events on Instagram with [@themavsocial](#) [#LiveTheMav](#).

EMPIRE COMMUNITIES

Vaughan-based, Empire Communities (empirecommunities.com) is a residential builder/developer involved in all sectors of the new home building industry, including both low-rise and high-rise built forms. Celebrating 25 years of building inspiring new places to live, Empire has an established tradition of creating prestigious award-winning new homes, communities and amenities and has earned a reputation for outstanding attention to detail and customer service. Since its inception in 1993, Empire has built over 10,000 new homes and condos. Today, Empire is one of the largest homebuilders in Canada with current communities in Toronto, Southwestern Ontario and the Southern U.S. States.

EMPIRE MAVERICK

Coming soon to King St West, Empire Maverick (empiremaverick.com) will be a condo as stylish as its address, with a social club at its core. The 49 storey tower will be home to The Maverick Social – a new social club exclusively for residents, curated by an on-site Social Architect to satisfy their every need. Designed by IBI Architects and U31, the building will feature a collection of 1 to 3-bedroom suites, retail at ground level and amenities such as a dedicated co-working space for residents to conduct business, a sky lobby, outdoor terrace, private beauty bar and wine tasting area.

THE MAVERICK SOCIAL

Exclusive to Empire Maverick residents, The Maverick Social ([@TheMavSocial](#)) is a new social club experience that will bring an elevated level of style and convenience to Toronto condo living. This unprecedented condominium amenity will enhance the already luxurious lifestyles of Empire Maverick residents who will hold a members-only access card. Acting as a shared workspace to hold business meetings and gatherings, or an event space to host intimate to larger parties, this versatile space will be the core of living at Maverick.

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