

# Media Release



Town of Aurora Corporate Communications

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For immediate release  
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## Slabtown Cider Company to Bring New Life and Year-Round Programming to the Historic Aurora Armoury

AURORA, ON – The Town of Aurora has officially signed a new agreement with [Slabtown Cider Company](#) – a well-known Uxbridge-based orchard, cidery, brewery and culinary operator – to bring renewed energy, local programming, and year-round activity to the historic Aurora Armoury beginning this October. Under the new partnership, the space will operate as Slabtown Armoury.

The Aurora Armoury, known to most simply as the Armoury, has long been one of Aurora’s most cherished landmarks. The new agreement between the Town of Aurora and Slabtown builds on the Armoury’s legacy as a place for gathering and celebration, while supporting local jobs, strengthening downtown businesses, and advancing the Town’s broader downtown revitalization goals.

“This is a huge win for our community and for downtown Aurora,” said Mayor Tom Mrakas. “The Armoury has always been one of our most unique and important spaces, and now it’s going to be alive with people, events, music, food, and community activity all year long. Slabtown’s vision brings exactly the kind of energy and creativity we want to see as we continue building a more vibrant and dynamic downtown.”

“We are thrilled to bring Slabtown to the heart of Aurora and breathe new life into the historic Armoury,” said Lori Feddema, co-owner Slabtown Cider. “From live music to locally inspired food and our signature ciders and beer, Slabtown Armoury will be a place for everyone to gather, connect and celebrate.”



Mayor Mrakas (centre) with Lori and Jason Feddema (left), and Marco and Laura Cassano (right), of Slabtown.

### Weekly Operations and Public Access

Starting on October 1, Slabtown Armoury will operate a flexible weekly schedule that balances public access, community use, and private event activity.

From Monday to Wednesday, the facility will host community group bookings, local pop-up events, and private functions. From Thursday to Sunday, it will open to the public for farm-to-table dining, while continuing to accommodate weddings, corporate events, and special occasions.



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This schedule is designed to keep the building active throughout the week, while offering something for everyone, from residents and families to local organizations and visitors.

## **Community Programming and Partnerships**

In addition to dining and event use, Slabtown Armoury will deliver a diverse mix of community-focused programming. This includes culinary workshops, live music, book launches, and seasonal activities for families, alongside potential collaborations with local vendors, including those from the Aurora Farmers Market. Slabtown Armoury also intends to work closely with schools, nonprofit organizations, artists, and other community groups to create inclusive and memorable experiences.

In addition, the Town of Aurora and Slabtown plan to explore future opportunities to collaborate on community celebrations and cultural programming, with the Armoury serving as a venue that can support and enhance Town-led events.

## **Economic Development and Local Impact**

The new agreement with Slabtown is expected to create more than 25 new jobs, with an emphasis on hiring locally from Aurora and the surrounding area. By sourcing ingredients from nearby farms and producers, Slabtown Armoury will also help support small businesses and strengthen regional supply chains. Importantly, the lease agreement provides ongoing revenue to the Town while preserving the building's full public ownership.

## **Reimagining a Historical Landmark**

Opened in 1874 as a drill shed for the York Rangers, the Aurora Armoury has played a defining role in the history of both Aurora and Canada. The Armoury was the backdrop for MP Dominick Edward Blake's famous "National Sentiment Speech" – a milestone in Canadian identity – and where generations of Aurorans gathered for everything from wartime sendoffs and VE Day celebrations to concerts, wrestling matches, and dances.

In 2014, the Town purchased the Armoury from the federal government and invested in a major restoration to bring it back as a gathering place for the community. Since 2019, the facility has been operated by Niagara College, whose presence helped establish the building as a hub for culinary excellence.

The new partnership with Slabtown builds on that foundation, continuing the Armoury's proud legacy as a community hub and as a lively, welcoming centre for food, culture, and connection in downtown Aurora.

Details on grand opening events and seasonal programming will be announced in the coming months.

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