



230 FIGHTBACK

Press Release – Saturday June 13, 2026

Activists to highlight Toronto’s housing crisis with World Cup watch party on vacant downtown lots owned by multibillion-dollar private equity company

Seven vacant lots and a Victorian boarded-up rooming house located in the heart of one of Toronto’s oldest working-class neighbourhoods are at the heart of a decade-long battle between housing activists, the city and KingSett Capital, a multibillion-dollar private equity company that owns the properties.

Located at the epicentre of the city’s housing crisis, the vacant lots and shuttered rooming house are a painful symbol of Toronto’s severe housing crisis. “214-230 Sherbourne has become the ground for an epic battle for social housing, with housing activists calling on the city to expropriate the land,” says Gaetan Heroux of 230 Fightback. “The site, which housed more than 100 low-income people in four rooming houses at one time, has sat vacant since 2008. While Toronto hosts the World Cup, we intend to take back the site for a match-watch event on the vacant lots.”

On Saturday June 13, housing activists and community members will gather in Allan Gardens (northeast corner) at 1pm. A meal will be served followed by speakers from across the city who will speak about the housing crisis. At 2pm, participants will march to 214-230 Sherbourne to use the vacant lots for a public viewing of the 3pm Group B World Cup Game between Qatar and Switzerland.

In early May, activists wrote to KingSett Capital announcing their intentions to use 214-230 Sherbourne for a special viewing of a World Cup game. They asked the company to open the gate to the site but did not get a response.

The letter made it clear that, should KingSett Capital refuse the request, the activists had every intention to move forward with the event on the empty lots.

When: Saturday, June 13, 2026

When: 3 p.m.

Where: 214 Sherbourne Street, Toronto (March starts at Allan Gardens at 2 p.m.)

For more information contact:

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