



CITY CLERK'S OFFICE
SECRETARIAT SECTION
2007 JAN 30 A 11:55

Date: Tues January 23rd, 2007

To: Toronto East York Community Council
100 Queen Street, West
New City Hall-12th Floor
West Tower
Toronto, ON
M5H 2N2

Cc: Christine Archibald

From: Gabe Simms & Greg Cosway

Re: Toronto's Festival of Beer 2007

Dear Councilors,

We are writing in regards to the *Twelfth Annual Toronto's Festival of Beer*. We are once again set to invade Historic Fort York on the 10th, 11th, & 12th of August for this premier event.

With the level of success that the Festival has enjoyed, and our tremendous growth rate, many observers now consider us one of this city's premiere summer events. The Festival has made bold strides in supporting beer culture in Ontario, now recognized in the industry as the leader in Festivals of this nature.

Held annually at *Historic Fort York*, this continues to be an ideal sight, known for its historical charm, central location and accessibility by public transit. We understand that beer is not for everyone, yet we continue to envision a Festival in the truest sense of the word. With this in mind, we will be featuring local musicians performing blues jazz and swing throughout the entire weekend.

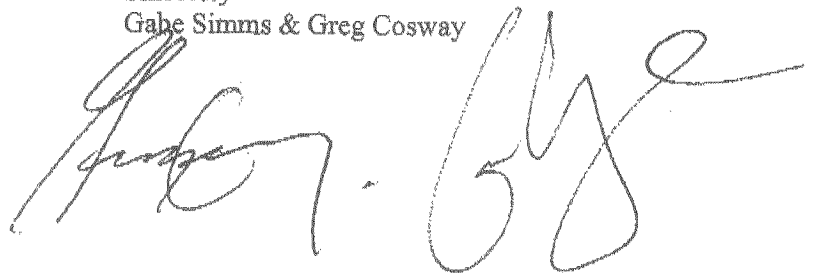
The Festival is expected to attract over 20,000 people from all across Ontario as well as visitors from out of province and even a few from out of country, supporting Toronto's thriving summer tourist industry.

Also included in the weekend's itinerary will be educational seminars for weekend beer enthusiasts to the most experienced connoisseur. Local restaurants will also be on sight preparing gourmet beer related dishes cooked by some of this cities finest chefs.

We at *Toronto's Festival of Beer* feel that "Toronto's Festival of Beer" is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and attendees worldwide. As well, we will highlight many of this cities wonderful new breweries, in addition to the already existing ones, not to mention attracting tourist and breweries from across North America and the world to the city of Toronto.

We hope you agree with our plans for the 2007 Festival and see fit to once again designate us a significant event to the city if Toronto

Sincerely
Gabe Simms & Greg Cosway



Toronto's Festival of Beer Inc.

2007 Festival Dates & Times *

August 10, 2pm-10pm

August 11, 12pm-8pm

August 12, 12pm-8pm

** Final Dates/Times Subject to Change*