



Date: Friday, January 22, 2010

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

Cc: Francis Pritchard  
Greg Cosway  
Les Murray

From: Gabe Simms

**Re: Toronto's Festival of Beer 2010**

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Dear Councilors,

We are writing in regards to *Toronto's Festival of Beer*. This year event is scheduled to be held at Bandshell Park on the grounds of Exhibition Place. Our dates fall on August 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> 2010.

With the level of success that the Festival has enjoyed 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 our Festival continues its' tradition of taking place in an ideal location. Our home not only allows for us to overcome some logistical issues of the past, but has its own charm, central local 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 25,000 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 city's 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 city's 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 2009 Festival and see fit to once again designate us a significant event to the city of Toronto.

Sincerely  
Gabe Simms

Toronto's Festival of Beer Inc.

### **2010 Festival Dates & Times \***

August 5<sup>h</sup>, 4pm-10pm

August 6<sup>th</sup>, 3pm-10pm

August 7<sup>th</sup>, 12pm-7pm

August 8<sup>th</sup>, 12pm-7pm

*\* Final Dates/Times Subject to Change*