

October 21, 2011

To City Council

Re: PW 8.2 F. G. Gardiner expressway & Don Valley Parkway Closure Ironman 5150 Event 2012

Dear Colleagues

As you know, a triathlon is a multi discipline endurance race involving the completion of three continuous and sequential endurance legs; swimming, cycling and running. Major cities around the world play host to triathlon events year round. The International Triathlon Union (ITU) was founded in 1989 as the world wide governing body of the sport with the chief goal of putting triathlon on the Olympic program. The sport made its Olympic debut in 2000 and since then its popularity has grown in our country and around the world.

The proposal before council provides the opportunity for a local organization to launch an event in Toronto to showcase this sport. The number of Canadian triathlon athletes training for Olympic berths is growing, but amateur athletes need the support of their communities to help generate interest and promote sponsorship opportunities to achieve these goals.

I am urging members of council to support this triathlon event, the Ironman, in our community. The organizers will sponsor the full costs of the event and once established there will have been an estimated economic benefit to the city of \$1.5 million to \$5 million. This is on top of the focus it would bring to the support for our athletes in training for the 2015 Pan Am and Olympic Games.

It is shortsighted to think that sports events and this event in particular, benefit only the few. It has far-reaching economic benefits for our businesses, communities and our local athletes.

The attached letter from the Toronto 2015 Pan Am shows their support for this endeavour. By showcasing this sport Canadian triathletes will have the opportunity to practice their sport, while gaining interest from potential sponsors and the public at large.

I look forward to your support.



Mark Grimes
Councillor Ward 6
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Councillor Mark Grimes
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100 Queen Street West, Suite C48
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Dear Councillor Grimes,

Re: Ironman 5150 Event, 2012

The 2015 Pan and Parapan American Games will be a major international sport event held in Toronto (and the Greater Golden Horseshoe area). It will be the largest multi-sport event ever hosted in Canada, with approximately 8,000 athletes from 41 countries participating. This will be the third time that Canada has hosted this event and the first time it has been held in Ontario.

We are excited about the 2015 Pan and Parapan American Games and believe we are creating an event that all Canadians will be proud to call their own. Part of the legacy of hosting these Games will be the sport tourism opportunities that will be created leading up to and following the TO2015 Games which will also establish indelible memories of Toronto for the world.

Triathlon is one of the Olympic sports that will be part of the TO2015 Pan Am Games program and Canada will have a strong stable of triathletes who will be vying for both the men's and women's medals. This is an example of a signature event that will further cement Toronto's place on the international sports scene.

Yours sincerely,



Ian Troop
Chief Executive Officer
Toronto 2015 Pan/Parapan American Games Organizing Committee