



**WATERFRONT**Toronto

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July 11, 2011

Mr. Harold Mah  
Event Support Manager  
Economic Development & Culture  
City Hall, 9<sup>th</sup> Floor, East Tower  
100 Queen Street West  
Toronto, ON, M5H 2N2

Re: A Toronto Ironman 5150 in July 2012

Dear Mr. Mah,

I'm writing to express Waterfront Toronto's support for the 2012 Ironman 5150. This race, part of the largest international triathlon series, is the type of premier global event we would like to see along Toronto's waterfront and look forward to learning more from Sports Focused Consulting and World Endurance Canada as details are finalized.

Toronto's waterfront revitalization is the largest urban renewal project currently underway in North America. Waterfront Toronto is the tri-government funded corporation with a 25-year mandate to transform 2000 acres of underutilized old industrial waterfront lands into Toronto's New Blue Edge – beautiful, accessible, sustainable mixed-use communities and dynamic public spaces.

We have adhered to an overarching principle of creating a waterfront that is welcoming and animated. The 5150 is a great illustration of bringing this concept to life in a sporting context. Ontario Place will host the swim leg of the race and both the bike and run legs will showcase many signature waterfront destinations, such as Sherbourne Common, Canada's Sugar Beach and the Martin Goodman Trail, among many others. We believe the proposed bike route that includes the Gardiner Expressway and Don Valley Parkway is innovative and will provide breathtaking views of Toronto.

Toronto's revitalized waterfront will be a marvellous water-related public destination for local, national and international enjoyment – vibrant public spaces capable of providing a variety of experiences and amenities. At the same time, the waterfront will be a highly local environment with real neighbourhoods within the city with strong connections to adjacent communities. The revitalized waterfront will be a beautiful and desirable place to both live, work and play. It will also be an ideal location to host an Ironman 5150 triathlon race.

Please let me know if you need any additional information. Thanks for your consideration.

Sincerely,



John W. Campbell  
President and CEO