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Canada's foremost Centre
for contemporary culture

June 27, 2011

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

Re: Toronto Ironman 5150 in July 2012

Dear Mr. Mah, *Harold*

Over the past few years, World Endurance Canada and Sports Focused Consulting have been in communication with Harbourfront Centre with regards to the **Ironman 5150** race that they will be bringing to Toronto in July 2012.

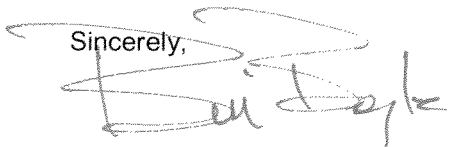
Over the summer months, Harbourfront Centre attracts thousands of visitors to the central waterfront and host dozens of diverse festivals over the summer weekends. We therefore have an interest in events that draw Torontonians and tourists to the waterfront. In this way, we support the Ironman 5150 coming to Toronto in July 2012. Participants in the Ironman 5150, and importantly their families, will be able to partake in our free summer programming and be able to experience multicultural Toronto right at the heart of the waterfront.

Although we understand that there are proposed road closures on the Don Valley Parkway and the Gardiner Expressway for the Ironman, we have been informed that the race will be fully off the roads by 11:00am and therefore will not impact our core business. Our weekend festivals usually take place in the afternoons and evenings. We have also been informed that bringing a high profile triathlon to Toronto's waterfront will bode well for the 2015 Pan Am Games hosting its marquee triathlon on the waterfront. Such a development would be great for all associated waterfront partners and stakeholders.

As previously mentioned, we have been kept apprised of developments over the last two years which provides comfort that much strategic planning has gone into the creation of this event. We are also aware of the wealth of letters of support from organizations like ourselves for this event; namely from Waterfront Toronto, Ontario Place, Tourism Toronto, Toronto Sports Council, ParticipACTION, Provincial Ministries of Health Promotion and Tourism, Nike and Steamwhistle.

We look forward to working with the Ironman 5150 triathlon once proper approvals from the City have been obtained.

Sincerely,



William J.S. Boyle
CEO, Harbourfront Centre