

May 18, 2011

Toronto East York Community Council
C/O Rosalind Dyers
Toronto City Hall, 12th Floor, West Tower
100 Queen St. West
M5H 2N2



Dear Ms. Dyers,

I am contacting you in regard to obtaining recognition as an event with Municipal Significance for the GWN Dragon Boat Challenge on September 10th to the 11th, 2011.

The 17th Annual GWN Dragon Boat Challenge is considered one of North America's marquee dragon boat events. Annually the event attracts over 5,000 participants and 15,000 spectators to the Toronto waterfront for 2 days of exciting racing and community celebration. In 2011, the event will be held at Marilyn Bell Park, similar to the last four years. Our permit application has been approved.

For the second year our event will be aided with the funding of a Celebrate Ontario tourism Festival grant. The event will take place on Saturday the 10th of September with a concert until 11:00 PM. Racing will be held all day on Saturday and Sunday, the 10th and 11th of September respectfully. Other elements of the event include food vendor village, health and wellness zone, children's game zone, music and entertainment, as well as a beverage tent.

The beverage tent will consist of a double fenced 25 metre by 30 metre area managed by SmartServe certified staff. The hours of operation for the tent will be from 11:00 AM until 8:30 PM on the Saturday the 10th and Sunday the 11th of September.

Similar to the 2006 World Club Crew Championships, the economic impact of the event is in the millions. The social and community impact is also significant. Teams from several countries including as far away as the Netherlands will be competing at this year's event. There are also representative teams from many provinces and U.S. States participating in this year's event. A large portion of the dragon boat event benefits several charitable groups, and has raised over \$1.7 million for charities throughout the City of Toronto. The 2011 charity partner is Right to Play International, a charity that helps bring sports to youth of all ages, all over the world.

If you have any questions or concerns, please contact me at any time. I look forward to our continued support and involvement with the Community council.

Sincerely,

Mike Fulton
Director of Operations
Great White North Communications