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September 29, 2011

2011 SEP 30 P 12: 12

Toronto and East York Community Council
Toronto City Hall
2nd Floor, West
100 Queen Street West
Toronto, Ontario
M5H 2N2

Att: Rosalind Dyers, Administrator, Toronto and East Community Council.

Please consider this letter as a formal request to have The **Toronto Christmas Market**, at Toronto's Distillery Historic District, recognized as an event of municipal significance.

The **Toronto Christmas Market** launched in December 2010 as an annual Christmas Tradition for the City of Toronto.

The Event captures all of the tradition, heritage and romance of the European Christmas Markets, while showcasing the best artisanal products of Europe as well as Toronto and its surrounding regions.

The **Toronto Christmas Market** transforms the authentic Victorian-era industrial architecture of the entire Distillery District into a Christmas wonderland complete with specially designed wooden cabins where vendors are selling unique products and European Treats, a Massive 40' Christmas tree, a stage with free family friendly entertainment and an exotic menu European beers, Mulled Wine and other warming winter food and drinks.

- WHAT:** A traditional European style Christmas Market
- WHO:** Families and adults of all ages
- WHERE:** Distillery Historic District, Toronto, Canada
- WHEN:** Friday, December 2, 2011 to Sunday, December 18, 2011
Opening night kick off celebration on Friday December 2nd
- ATTENDANCE:** 150,000 projection (note: 2010 Event attendance – 75,000 over 9 days)
- LOCATION:** The Distillery District, 55 Mill Street, Toronto ON
- EVENT HOURS:** Monday to Friday Noon to 9PM
Weekends 10AM to 9PM
- PROPOSED SITE LICENSE DATES/HOURS:** Friday December 2, 5PM to Midnight
Saturday December 3, 11AM to Midnight
Sunday December 4, 11AM to 9PM
Friday December 9, 5PM to Midnight

Saturday December 10, 11AM to Midnight
Sunday December 11, 11AM to 9PM
Friday December 16, 5PM to Midnight
Saturday December 17, 11AM to Midnight
Sunday December 18, 11AM to 9PM

I trust you will look favourably on our request, and please contact me if you have any questions or concerns,

Thank you,

Justina Klein
Producer – Toronto Christmas Market
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