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March 16, 2012

CITY OF TORONTO
Secretariat
Rosalind Dyers
Toronto and East York Community Council
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Good morning Ms. Dyers,

On behalf of the Board of non-profit Celebrations of Youth Organization, and as Founder of YOUTH DAY, I am requesting that the annual free family event at Yonge-Dundas Square on Sunday, JULY 22nd 2012 be again, declared an official "Event of Municipal Significance" to the City of Toronto as it was last year.

YOUTH DAY was created after the 2005 "Summer of the Gun", and identified a need for young adults and kids to find a passion to engage them. Across 2 outdoor stages, young artists get to showcase their positive achievements in their music and dance, and in the unique YOUTH GALLERY, their art & photography. Particularly, we concentrated on the arts as these are most affordable; develop creative social skills; and most importantly, build self-esteem.

As a commendable community initiative with equally passionate volunteers, some 500 youth artists and volunteers are involved, and Yonge Street is closed to accommodate visitors with an expected audience approaching some 30,000 visitors during the full day. YOUTH DAY now in its 6th successful year, is a FREE family day to celebrate our next generation, enabled by Corporate Champions.

Working with various City agencies such as Toronto Police, Toronto Fire and Crime Stoppers with career opportunities and for improved relations with youth, YOUTH DAY also enables other support organizations to increase their availability and visibility to families attending the event.

Mentor artists and speakers also lend their talent and time for motivational support, and I can advise that International artist LIONA BOYD is already confirmed for a short performance in the afternoon. Sponsor Universal Music will again contribute 2 headliners such as Karl Wolf last year to end the day, while many other celebrities come out to support and give fans an inspirational message. Hence our media coverage is most extensive…

I have attached an information package for your guidance, and the following links will be of interest for an informed view of what YOUTH DAY means for our families in the City and those that travel from as far as the United States, Quebec and Ottawa to attend this memorable day.

Our purpose, is to avail and expose our youth to healthy and productive alternatives than those often chosen in our communities; and help them find passionate future goals and objectives.

Please take a moment to watch the short clips:

http://www.youtube.com/watch?v=RmzBhmyf-3k

www.youthdaytoronto.com

YOUTH DAY 2012

Younge-Dundas Square

Sunday, JULY 22nd, 2012

11:30 am to 10:00pm

Start: *11:30am*
Yonge-Street Parade with the Canadian, Province of Ontario, City of Toronto & YD Flags

6pm: *Moment of Silence to those we have lost to Violence*
Police Constables Scott Mills & Tony Vella & Toronto Fire Ron Burrows preside

End: *10:00pm Closing*
Headliners end the day after exhibiting over 100 acts during the 10 hour show

Thank you for your time and the City's continued support for this annually anticipated event for so many in Toronto and beyond. Looking forward to your favourable response.

TYLAINE J.F. DUGGAN
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Founder – YOUTH DAY
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Att: Information Package

BRIEF OVERVIEW

YOUTH DAY has grown in its 6 years from locations to audiences, that are anticipated to be in excess of 25,000 this summer. Our history and a short list of supporters below;

YEAR		LOCATION	AUDIENCE
YD 2007	-	Nathan Phillips Square	5,000
YD 2008	-	Nathan Phillips Square	10,000
YD 2009	-	(moved to) CNE Grounds (due to garbage strike)	2,000
YD 2010	-	Yonge-Dundas Square	14,000
YD 2011	-	Yonge-Dundas Square	20,000
YD 2012	-	Yonge-Dundas Square	est +25,000

…SOME PREVIOUS and RETURNING PARTICIPANTS…

Community Partners:

Toronto Police Service; Toronto Fire Services; Crime Stoppers; Tourism Toronto; City of Toronto Events; Toronto Public Libraries; Toronto District School Board; Catholic School Board; City of Toronto – Parks, Forestry and Recreation; Community Folk Art Council of Toronto; STOMP Urban Dance Competition – City of Toronto; YAY (Youth Assisting Youth); UforChange; UMOVE; YES (Youth Employment Services); Canadian Red Cross; St. John's Ambulance; Youth For Human Rights International; Toronto Zoo; Toronto Centre for the Arts; Mirvish Productions; Al Green Gallery; Spelling Bee of Canada; Amnesty International; Believe to Achieve; Daily Bread Food Bank; DareArts Foundation; Harris Institute of Music; and many more

Media Coverage:

Lead television Champion CTV News with Speaker Ken Shaw & official Radio Sponsor FLOW 93.5; CityTV; CP24; MTV; MUCH; GLOBAL Television; CBC; OMNI Television; Toronto Star; Toronto Sun; Metro; NOW; NEWAD; Breakfast Television; The Garth Riley Show; CFRB: CHFL; THATchannel.com; The Bulletin; Tandem Newspapers & many ethnic community publications...

Corporate Champions such as:

Scotia Bank; McDonald's; Kernel's Popcorn; Coca-Cola; Pizza Pizza; CNE; Desjardins; Xerox; Long & McQuade; Steve's Music Store; KPMG; Young Drivers of Canada; Alliance Atlantis; Staples Business Depot; Universal Music Canada; Starbucks; Statefarm Insurance; The GAP; Toronto Community Housing; WIND Mobile; Baton Rouger; RABBA Fine Foods; Cineflex Productions; Future Shop; iStars Studios; AUTOad; Live it Up Events; One King West; Accurate Printing; Caravan Canopies; Rocawear; Value Village and like-minded Corporate Champions…

Community Figures & Influential Mentors

Councillor Pam McConnell; Constables Scott Mills & Tony Vella; CTV MC speaker Ken Shaw; Bobby Curtola; former Ontario PC Leader John Tory; Parliamentary Assistant to the Attorney General David Zimmer; Canadian Idol Judges Farley Flex & Zach Werner; Actor Jordan Francis; International Recording Artist Liona Boyd; Karl Wolf; Director Lil X; Archbishop Dorian Baxter; Dr. Anthony Hutchinson; So you Think You Can Dance Canada judge Blake McGrath; YD Ambassador Farahri; Fefe Dobson; Liberty Silver; Michie Mee; Kim Davis; Leah Hawkins; Community Advocate Ms. Kemi; Former Argonauts player Orlando Bowen; Pat Kelly; Radio host Peter Kash; Ray Robinson; Reema Major; Rosita Stone; Spider Jones; and others passionate…

YOUTH DAY – more than just a day; life changing…