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LUMINATO AND L'ORÉAL
PARTNERS IN CREATIVITY

President's Choice

March 21, 2012

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

Attn: Nydia Robin, Toronto and East Community Council.

Please consider this letter as a formal request to have **The Luminato - President's Choice®** ***1000 Tastes of Toronto***™ event, recognized as an event of municipal significance.

The **Luminato President's Choice®** ***1000 Tastes of Toronto*** was launched at the 2006 Luminato Festival and has been occurring annually as a signature event of the Festival ever since.

The event is a gastronomic street party that will be held this year at the Distillery Historic District on Saturday, June 9, 12pm–9pm and Sunday, June 10, 12pm– 9pm. Thirty to Forty of the city's most creative chefs will prepare a dish to sell to enthusiastic Festival-goers who annually enjoy this highly anticipated event.

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| **WHAT:** | A celebration of the art of gastronomy, showcasing the diverse tastes of Toronto |
| **WHO:** | Families and adults of all ages |
| **WHERE:** | Distillery Historic District, Toronto, Canada |
| **WHEN:** | Saturday, June 9, 2012 and Sunday, June 10, 2012 |
| **ATTENDANCE:** | 25,000 projection |
| **LOCATION:** | The Distillery District, 55 Mill Street, Toronto ON |
| **EVENT HOURS:** | Noon to 9PM both days |
| **PROPOSED SITE LICENSE DATES/HOURS:** | Saturday, June 9, 2012 Noon to 9PM<br>Sunday, June 10, 2012 Noon to 9PM |

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

Thank you.

Sincerely,

Janice Price
CEO

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