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212 King Street West, Suite 501 | Toronto, Ontario | M5H 1K5

June 8, 2012

Council Members of Toronto East York Community Council  
C/o Ros Dyers  
2nd floor, West Tower, City Hall  
100 Queen St. W.  
Toronto, ON M5H 2N2

**Re: Request for Letter of Municipal Significance**

Dear Members of Council,

Please accept this letter as an official request to have the 100<sup>th</sup> Grey Cup Festival deemed an Event of Municipal Significance by the City of Toronto.

The Toronto Argonauts Football Club has been given the honour of hosting the 100<sup>th</sup> Grey Cup game in the city where it all started in 1909. Together with the City of Toronto, the plan is to both host and hoist the most celebrated trophy this country has to offer in November 2012.

A cultural and sporting event a century in the making; this festival will unite our country in an **'Invitation to Our Nation'**. This year's Grey Cup Festival will be broader in scope and larger in its footprint than any before, and will attract Canadians from across the country, as well as the GTA. The Festival will truly offer something for everyone in a host of venues and in a variety of ways.

The 100<sup>th</sup> Grey Cup Festival will run from Thursday November 15<sup>th</sup>, 2102 right up to game day on Sunday November 25<sup>th</sup>, 2012. It will offer many free-to-the-public events that will operate all week long at Nathan Phillips Square and Yonge-Dundas Square, to the build up to the final weekend's Street Festival on Front Street. Then, the annual pilgrimage for many football fans will culminate at the CFL Fan Fest at the Metro Toronto Convention Centre all weekend long.

The 100th Grey Cup Festival is a once-in-a-lifetime celebration in our great city. We look forward to your support in designating it as an Event of Municipal Significance. If you have any questions, please feel free to contact me.

Sincerely,

Chris Rudge  
Chairman & CEO



*Invitation to our Nation | Célébrons Ensemble*

100thgreycupfestival.ca

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