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October 3, 2013

Dear Mayor Ford and Toronto City Councillors,

It was the iconic symbol that to most, if not all, indicated you were on Yonge Street...that you were in Toronto: the bright moving lights of the Sam the Record Man sign.

Our mandate at The Canadian Academy of Recording Arts and Sciences (CARAS) is to promote and celebrate Canadian artists and their music. That is exactly what Sam did. He took great pride in our country and in the musical legacy that was and is still being created.

Yonge Street has a profound connection to our cultural lineage and the Sam the Record Man sign became an iconic symbol of this history.

Bring it back!

A handwritten signature in black ink, appearing to read "Melanie Berry". The signature is fluid and cursive, with a long, sweeping underline.

Melanie Berry
President & CEO
CARAS/The JUNO Awards