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Date: Thursday October 24th, 2013
To: Toronto East York Community Council
100 Queen St. W.
2nd floor, West Tower, City Hall
Toronto, ON
M5H 2N2

Cc: Rosalind Dyers
Greg Cosway
Jen Murphy

From: Les Murray

Re: Toronto's Festival of Beer – Winter Sessions 2014

Dear Councilors,

We are writing in regards to *Toronto's Festival of Beer – Winter Sessions*. This year's event is scheduled to be at Evergreen Brickworks. Our dates are March 28th and 29th, 2014.

In 2014, we will celebrate the 20th anniversary of Toronto's Festival of Beer and are very proud of the event, which continues to grow in popularity as one of this city's premiere summer events. As our Summer Session continues to make bold strides in supporting beer culture in Ontario and our consumers ask for more ways to experience Toronto's Festival of Beer, we have decided to launch a Winter Session.

The Evergreen Brickworks is an ideal venue for our city festival, as it is a mostly-indoor venue with ample heating ability to manage the potentially cold weather in March. It is centrally located and accessible by public transit; however we are also considering the use of a shuttle service to facilitate easy transportation for consumers. Similarly to Toronto's Festival of Beer, the Winter Sessions will continue to envision a Festival in the truest sense of the word. We will feature local talent on stage, some of the finest chefs in the city as food vendors and the best of the brewing industry in North America.

The Winter Sessions are expected to attract 4,000 people from the Greater Toronto Area as well as visitors from across Ontario.

We at *Toronto's Festival of Beer* feel that "Toronto's Festival of Beer – Winter Sessions" is significant to the City of Toronto. We look forward to a Festival intended for the people of Toronto and attendees worldwide. As well, we will highlight many of this city's wonderful new breweries, in addition to the already existing ones, not to

mention attracting tourist and breweries from across North America to the city of Toronto.

We hope you agree with our plans for the 2014 Winter Sessions and see fit to once again designate us a significant event to the City of Toronto.

Sincerely
Les Murray

Toronto's Festival of Beer Inc.

2014 Festival Dates & Times *

March 28th, 4pm-10pm

March 29th, 2pm-8pm

** Final Dates/Times Subject to Change*