

April 1, 2014

Toronto East York Community Council
C/O Rosalind Dyers
Toronto City Hall, 12th Floor, West Tower
100 Queen St. West
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Dear Ms. Dyers,

I am contacting you in regard to obtaining recognition as an event with Municipal Significance for the GWN Dragon Boat Challenge on September 5th to the 7th, 2014.

The 20th Annual GWN Dragon Boat Challenge is considered one of North America's marquee dragon boat events. Annually the event attracts over 5,000 participants and 15,000 spectators to the Toronto waterfront for 3 days of exciting racing and community celebration. In 2014, the event will be held at Marilyn Bell Park, similar to the last seven years. Our Toronto city permit application has been approved.

For a third year our event will be aided with the funding of a Celebrate Ontario tourism Festival grant to help us celebrate our 20th year. Racing will be held in the evening of Friday September 5th, all day on Saturday and Sunday, the 6th and 7th of September respectfully. A concert will be held on the afternoon of Saturday September 6th, until 6:00 PM. Other elements of the event include food vendor village, health and wellness zone, children's game zone, music and entertainment, as well as a beverage tent.

The beverage tent will consist of a double fenced 25 metre by 30 metre area managed by Smart Serve certified staff. The hours of operation for the tent will be from 5:00 PM until 11:00 PM on Friday the 5th, 11:00 AM until 12:00 AM on Saturday the 6th and 11:00 AM until 9:00 PM on Sunday the 7th of September.

The economic impact of the event is in the millions, as several teams participating in this event are from out of town. As always, teams from several countries and representative teams from many provinces and U.S. States will participate in this year's event. The social and community impact is also significant, as for years the challenge has been a marquee event for many local Torontonians. Large portions of the dragon boat event benefits several charitable groups, and has raised over \$2 million for charities throughout the City of Toronto. The 2014 charity partner is the Canadian Breast Cancer Foundation – Ontario Region, a charity that supports breast cancer awareness and research.

If you have any questions or concerns, please contact me at any time. I look forward to our continued support and involvement with the Community council.

Sincerely,

Mike Fulton
Director of Operations
Great White North Communications