



June 2, 2014

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

Attn: Rosalind Dyers, Administrator, Toronto and East Community Council - teycc@toronto.ca
cc: Harold Mah, Event Support Manager, City of Toronto

Please consider this letter as a formal request from **Hockey Canada** to have the **2015 International Ice Hockey Federation (IIHF) World Junior Hockey Championship Fan Festival**, which takes place in **Maple Leaf Square (MLSQ)** to be recognized as an event of municipal significance.

December, 2014 will mark the first time that Toronto has hosted the IIHF World Junior Hockey Championship. This event continues to draw considerable attention from all across Canada and the world. Hockey Canada is looking to celebrate with our fans by hosting a free Fan Festival for tournament games between Dec. 26, 2014 and Jan. 5, 2015. The Fan Festival is an opportunity for Hockey Canada to provide a service and upgraded experience for the hockey fans of Toronto.

The World Junior Hockey Championship Fan Festival will run the duration of the Championship will offer hockey fans of all ages an opportunity to come to downtown Toronto and celebrate this event whether or not they have a game ticket. For Hockey Canada to build the Fan Festival we would require an extended road closure permit from **Tuesday December 23, 2014 to Tuesday, January 6, 2015**. This request will allow our sponsors to properly set up and maintain their event activations which will aim to engage local families and fans throughout the duration of the Championship. A highlight of the Fan Festival will be the Hockey Canada Century Tour, an interactive activation celebrating Hockey Canada's 100 year anniversary, which will be set up from January 2-5th in Maple Leaf Square. In addition to sponsor activations, and the Hockey Canada Century Tour we will look at potentially hosting viewing parties on Bremner Boulevard to watch the Team Canada games during the Championship.

The target audience will be families and individuals that do not have game tickets but want to be a part of the event.

WHAT: 2015 World Junior Hockey Fan Festival

WHERE: Maple Leaf Square
Bremner Blvd (east of York Street & north of Lakeshore Boulevard)

WHEN: **Fan Festival Set-up**
Tuesday December 23: 8:00am-10:00pm

Game Schedule in Toronto:

Dec. 26 – Game #1 - 1:00pm, Game #2 – 5:00pm
Dec. 27 – Game #3 – 1:00pm, Game #4 – 5:00pm
Dec. 28 – Game #5 – 5:00pm
Dec. 29 – Game #6 – 1:00pm, Game #7 – 5:00pm
Dec. 30 – Game #8 – 5:00pm
Dec. 31 – Game #9 – 1:00pm, Game #10 – 5:00pm
Jan. 2 – Game #11 – 1:00pm, Game #12 – 5:00pm
Jan. 4 – Game #15 – 4:00pm, Game #16 – 8:00pm
Jan. 5 – Game #17 – 11:00am, Game #18 – 4:00pm, Game #19 – 8:00pm

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

Thank you,

Darryl Boynton
General Manager, Toronto – 2015 IIHF World Junior Hockey Championship
dboynton@hockeycanada.ca
(416) 548 9683



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Appendix A

Brief Description of Event:

The World Junior Hockey Championship continues to draw considerable attention from all across Canada and the world. Hockey Canada is looking to celebrate with our fans by hosting a free Fan Festival for tournament games between Dec. 26, 2014 and Jan. 5, 2015. The Fan Festival is an opportunity for Hockey Canada to provide a service to the great hockey fans of Toronto.

The World Junior Hockey Championship Fan Festival will run the duration of the Championship and will offer hockey fans of all ages an opportunity to come to downtown Toronto and celebrate being a part of the Championship whether or not they have a game ticket. For Hockey Canada to build the Fan Festival we would require an extended road closure permit from **Tuesday December 23, 2014 to Tuesday, January 6, 2015**. The full closure would allow our sponsors to properly set up and maintain their event activations throughout the duration of the Championship, specifically the Hockey Canada Century Tour activation, celebrating Hockey Canada's 100 year anniversary.

Depending on Team Canada's performance at the World Junior Championship we may look to host viewing parties on Bremner Boulevard utilizing the large outdoor screen located on the west side of the Air Canada Centre.

The target audience will be families and individuals that do not have game tickets but want to be a part of the event.

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