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Date: October 15, 2014  
To: Toronto East York Community Council  
100 Queen St. W.  
2<sup>nd</sup> floor, West Tower, City Hall  
Toronto, ON  
M5H 2N2  
2014 OCT 16 PM 11 34  
Cc: Rosalind Dyers  
Greg Cosway  
Jen Murphy  
From: Les Murray  
Re: Toronto's Festival of Beer 2015

Dear Councilors,

We are writing in regards to *Toronto's Festival of Beer*. Next year's event is scheduled to be at Bandshell Park on the grounds of Exhibition Place. Our dates are July 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>, 2015.

In 2014, we celebrated the 20<sup>th</sup> 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 premier summer events. The Festival continues to make bold strides in supporting beer culture in Ontario, and is now recognized in the industry as the leader in Festivals of this nature.

Bandshell Park is an ideal venue for our city festival, as it is centrally located and is easily accessible by public transit. We understand that beer is not for everyone, yet we continue to envision a Festival in the truest sense of the word. With this in mind, we will continue to feature local talent on stage performing blues, jazz and swing throughout the entire weekend. We have also made a strong effort to include some of Toronto's finest chefs and restaurants in our vendor portfolio and have worked with the prestige of food vendors like Campagnolo's, Pizzeria Libretto, Lisa Marie's and Smoke's Poutinerie.

The Festival is expected to attract 30,000 people from all across Ontario as well as visitors from out of province, supporting Toronto's thriving summer tourist industry. In 2015 the Festival will also be welcoming brewers from Ireland who will be showcasing their products in our World of Beer Pavilion.

Also included in the weekend's itinerary will be grilling and cooking seminars for weekend beer and food enthusiasts. We are once again building an educational series composed of informative sessions around all things beer. Local restaurants will also be onsite preparing gourmet beer related dishes cooked by some of this city's finest chefs.

We at *Toronto's Festival of Beer* feel that "Toronto's Festival of Beer" 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 and the world to the city of Toronto.

We hope you agree with our plans for the 2015 Festival and see fit to once again designate us an Event of Municipal Significance in the City of Toronto.

Sincerely  
Les Murray



~~Toronto's~~ Festival of Beer



**2015 Festival Dates & Times\***

July 24, 3:00PM – 11:00PM

July 25, 12:00PM – 8:00PM

July 26, 12:00PM – 8:00PM

*\* Final Dates/Times Subject to Change*