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November 18, 2014

Toronto & East York Community Council  
Toronto City Hall, 100 Queen St. West  
2<sup>nd</sup> Floor, Toronto ON M5H 2N2

**Re: "Event of Municipal Significance" for the purpose of obtaining an SOP**

Dear Toronto and East York Community Council,

The purpose of this letter is to request that World MasterCard Fashion Week, once again, be declared as an "Event of Municipal Significance".

World MasterCard Fashion Week is the premier designer fashion industry event in Canada. Owned and operated by IMG Fashion since August 2012, the event provides a platform for both up and coming and established designer brands to reach critical media, buyers and the industry as a whole, both in Canada and around the world. For five days David Pecaut Square will become the epicenter of fashion in the city as all eyes turn to see the collections unveiled.

The event will be held at David Pecaut Square, 55 John Street in Toronto, Ontario, in a tented environment. It will commence Monday, March 23<sup>rd</sup> and run through Friday, March 27<sup>th</sup> 2014. The general hours of operation will be 11am to 11:59pm for the entire five days of the event. We will temporarily occupy the north curb lane of Wellington St. West from John St. to Simcoe St. for load in, event dates and load out.

Thank you for your consideration and we look forward to hearing your decision. If you have any questions, please feel free to call me at 647-788-8051 or email me at [Carolyn.Quinn@img.com](mailto:Carolyn.Quinn@img.com) and I will be happy to discuss the event.

Sincerely,

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