



EX15.7.21

MEDIA HEADQUARTERS

Tuesday May 24th, 2016

Attn: Government Management Committee City of Toronto

I am President of Toronto-based Media Headquarters Film & Television, a leading producer of television, film and innovative digital media, consistently recognized as one of the world's top producers of non-fiction content.

I am writing to express wholehearted support for Toronto's bid for the 2025 World Expo.

Hosting an Expo is a once in a lifetime opportunity to ignite Toronto's cultural and artistic communities behind a monumental project with lasting impact for generations to come. Expo is an opportunity to dream big and who better to drive this creative process than our country's most creative thinkers. Toronto is home to an exceptionally dynamic creative community of approximately 174,000 people, which is growing by the day. The World Expo is the largest international event there is. There is no better platform for Toronto's artists and storytellers to share Canadian ideas, values and culture with the world, and define what it means to be Canadian in the 21st Century.

I grew up in Toronto but was born in Montreal where most of my family is from. As a child, I learned about the magic of Expo 67, its ambition, and its displays of creative and technical ingenuity. Even though I wasn't born at the time of the event, its legacy influenced my own dreams to work in a creative field and produce immersive storytelling experiences. I begged my parents to take me to Vancouver for Expo 86 and I still remember how the event stimulated and inspired me.

Monumental, large-scale cultural and artistic events like a World Expo have the power to spark dreams, both personally and nationally. I'm incredibly excited for the opportunity for Toronto to take its place as an Expo City. We will produce the most progressive, innovative, bold and technologically advanced Expo in history. Expo 2025 will inspire, empower, and activate a new generation of young leaders, just as Expo 67 and 86 did for me. It will give Torontonians an historic opportunity to collaborate and build something truly extraordinary together from the ground up. Expo 2025 is a possibility that should be seized.

Best regards,
Robert Cohen
President,
Media Headquarters Film & Television Inc.