

From: [Boucher, JP](#)
To: [Clerk](#)
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Subject: Item 18.2 HL18.2 Caffeinated Energy Drinks
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Mayor Tory and Members of Toronto City Council,

I am reaching out regarding Item 18.2 HL18.2 Caffeinated Energy Drinks: Feasibility of Restricting Sales and Marketing to Youth in Toronto

I am a manager for up and coming Toronto hip-hop artist Jazz Cartier. We have recently signed a deal with US label Capitol Records and UK label Island records while calling Universal Music Canada our home label. I am also a marketing director at Universal Music Canada handling domestic and international acts.

As we were building and developing Jazz Cartier as an artist one of the outlets that showed great support as well allowed us opportunities that we normal would not have got at that stage was Redbull Music. Their cultural programs that exposes artists via tour dates, sponsorships. partnerships with established artists are priceless when it comes to trying to make an impact as a new artist. Without Redbull music early support as well their continued support (just sponsored Jazz spring Canadian tour) we would not be in the situation we are now as well would hurt in the next career steps for Jazz Cartier.

If this ban on energy drinks passes, the loss of revenue Redbull would see would in-turn have a direct effect on the opportunities that Redbull present to Jazz on the lifestyle and tour side. Their support has allowed a kid from Toronto to be exposed across US and UK and as mentioned earlier has allowed him to sign major record deals globally. In Toronto we plan on creating a community block party and give back to the city this summer with Redbull as our partner, losing them as a sponsor would hurt the chances financially of this happening. We want to make this a yearly event as well.

In the bigger picture, not only would this effect Jazz, it would effect the next kid in Toronto with aspirations of being an artist. Redbull is so important lifestyle and culturally in Toronto, for artists to lose out on these partnerships early on would be a huge loss in global exposure.

A ban on the marketing or sales of energy drinks in Toronto will have an impact on music, sports and culture in Toronto. Please vote against any ban.

Thanks
JP Boucher



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