

From: [Aaron Miller](#)
To: [Clerk](#)
Subject: RE: Item 18.2 HL18.2 Caffeinated Energy Drinks: Feasibility of Restricting Sales and Marketing to Youth in Toronto
Date: Monday, March 27, 2017 2:38:19 PM

Mayor Tory and Members of Toronto City Council,

I am writing on behalf of Arts & Crafts Productions Inc. one of Canada's leading independent music companies, with a label history spanning more than 60 artists and 100 releases as well as numerous events both in Toronto and abroad.

Through this work, we frequently work with and partner with energy drink companies, and benefit from those relationships both directly and indirectly.

These relationships include financial and opportunity investment in local artists as well as community focused events like our flagship festival Field Trip Music & Arts which has taken place at Historic Fort York & Garrison Common since 2013.

I can say with certainty that any ban implemented on energy drinks at public events in Toronto would impact A&C and a number of our artists adversely, including loss of funding, loss of sponsorship and an inability to access numerous profile enhancing projects we partner on, which in this scenario would no longer exist.

Energy drink companies represent some of our strongest partners in artist development and are continually supportive of our various initiatives and invested in the general health of arts, music, and culture in Toronto.

We are also committed to enhancing not only our own artist driven projects or event properties, but the overall arts community in the city and share the values of building world class attractions, cultivating talent and instilling a sense of public safety, health and well being.

That said, a ban on the marketing or sales of energy drinks in Toronto is not in the interest of those goals and will ultimately have a negative impact on music and culture in Toronto. Please vote against any ban.

Best,

Aaron Miller

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