

March 28, 2017

Members of Toronto City Council

Via clerk@toronto.ca

RE: Item 18.2 HL18.2 Caffeinated Energy Drinks: Feasibility of Restricting Sales and Marketing to Youth in Toronto

Dear Mayor Tory and Members of Toronto City Council,

Luminato is Toronto's global multi-arts festival dedicated to performance, music, theatre, dance, visual art and more. Each June, Luminato engages Torontonians in transformative encounters with arts, culture and their city.

We are entering into our second year of partnership with Red Bull Canada. This year, we are collaborating on the exciting presentation of two Canadian artists who are graduates from their Red Bull Music Academy. The Red Bull Music Academy is a global music institution committed to fostering creativity in music that has created an incredible new platform for artists to cultivate their talent and which encourages the exchange of ideas.

Working with partners like Red Bull Canada supports our partnership goal of engaging youth and adults with arts and culture in their community. Red Bull is seen as a trusted culture creator with this audience segment, and continues to be a leader in celebrating the arts on a local and global scale.

As Luminato takes place in a combination of city parks and established venues, the ban on selling and marketing caffeinated energy drink brands, such as Red Bull Canada, will result in loss of sponsorship revenue for our organization. We rely on the support of brands such as Red Bull Canada to make artistic programs possible and to support keeping the creative spirit alive with key audiences.

I believe 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.

Sincerely,



Natasha Udovic
Senior Director, Corporate Partnerships
Luminato