



**Members of Toronto City Council**

Via [clerk@toronto.ca](mailto:clerk@toronto.ca)

**The Remix Project**

1196 Queen St. W  
Toronto, ON M6J 1J6

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

**March 27, 2017**

Mayor Tory and Members of Toronto City Council,

The Remix Project would like to express how important Red Bull's support has been for our organization and for cultural events in the GTA.

The Remix Project was created in order to help level the playing field for young people from disadvantaged, marginalized and underserved communities. Our programs and services serve youth who are trying to enter into the creative industries or further their formal education. The Remix Project provides top-notch alternative, creative, educational programs, facilitators and facilities. Our mission is to help refine the raw talents of young people in order to help them find success as participants define it and on their own terms.

We have partnered with Redbull Canada on a number of occasions over the years. Producing events as diverse as educational panel discussions to photography exhibits to lifestyle parties. Red Bull has been an important partner by not only funding initiatives but by opening up their own spaces and expertise to help make events for the city's young people a success. A recent example of our collaboration was **The OVO Youth Summit** held at the **Daniels Spectrum** in August 2016, hosted by October's Very Own, facilitated by The Remix Project and in partnership funding from Red Bull Canada.

Red Bull Canada funds and creates genuine opportunities for creatives in the city as well as memorable experiences for the citizens of Toronto. Some of these opportunities are particularly focused on popular subcultures typically underfunded or ignored by many mainstream institutions.

The importance of Red Bull's cultural impact for youth in the city and alternative / athletic cultures keeps music, culture and arts alive in Toronto. When speaking about Red Bull, one can always trust on the high caliber curation and quality of event.

Remix aligns similar beliefs in Redbull Canada to bringing music, culture and arts alive in Toronto in public spaces. We very much value the partnership we have with Red Bull Canada as a top of the class organization creating experiences true to the arts and music worlds.

Sincerely,

**The Remix Project**

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