

From: [Anthony Sargent](#)
To: [Clerk](#)
Subject: Item 18.2 HL18.2 Caffeinated Energy Drinks: Feasibility of Restricting Sales and Marketing to Youth in Toronto
Date: Monday, March 27, 2017 11:53:09 PM
Importance: High

to: Mayor Tory and Members of Toronto City Council

I'm sorry to get you this letter late, but I'm only just back from Europe (I was flying back all day), and have only just heard the news of your vote tomorrow. On Luminato's behalf I want to urge you to think again about this broad-brush proposal for a blanket ban on the sales of energy drinks on all city property.

We are typical of the kind of arts organisation who would be affected by the ban. We are just embarking on an exciting partnership with Red Bull Canada which could enable us together to do much to bring additional musical life to many public spaces in the city (parks and streets &c.). By eliminating Red Bull Canada's ability to partner with arts organizations like Luminato, providing investment that supports those enlivening kinds of programs, organizations like ours would not be able to present the arts and cultural events that companies like Red Bull Canada support. There is a long and honourable history all over the world of energy drink companies supporting outdoor music in public spaces, which can bring so much additional life and enjoyment to big cities like Toronto. For Luminato, our work presented free to the public in public spaces is some of the most important work we do, but so often it is dependent on this kind of business partnership – as is so much of the arts and cultural programming that Toronto people and visitors enjoy and which also gives precious opportunities to local musicians.

There is always a balance of benefits in these kinds of situation, and I really believe the extent of partnerships like ours that would be lost (and with it the programming which the partnerships support) far outweighs the benefits to be gained by banning these drinks. I hope very much that even at this 11th hour you will think again about this proposal, and find some other less draconian and more specifically targeted way to achieve the objectives of the ban, that will do less collateral damage to arts programming in our city.

Thank you -

With best regards,

= Anthony Sargent

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