



March 26, 2017

Toronto City Council:
Attention Members of Toronto City Council.

I am writing this letter in support of permitting Energy Drinks to continue to be available on Toronto City properties.

Our organization (CSRA) Canadian Snowcross Racing attends and promotes our business each year at the Toronto International Snowmobile Show. Our primary sponsor is an Energy Drink company. The company contributes to CSRA and our athletes allowing us to create additional high profile events in Ontario.

This support allows us to employ (50+) employees and is instrumental in allowing us to create our Ontario series of events that attracts (360) International racing teams and 45,000 attendees each year.

Our CSRA snowmobile events promote tourism in the shoulder season when tourism is needed most and provides a great economic impact for the Province of Ontario.

Snowmobiling is one of Ontario's greatest winter tourism revenue generators. There are 155,000 registered snowmobilers in Ontario.

Snowmobiling in Canada provides a \$8 Billion dollar economic impact annually.

In closing, I ask that you do not support the amended motions on HL18.2, and vote in favour of the original recommendations by Toronto's Acting Medical Officer of Health. We need to support and promote the companies that contribute to our Ontario events, this is very important to us as the world's largest Snowmobile, ATV and Powersports Show takes place in Toronto at the International Centre each October.

Thank you for your time and consideration,

Sincerely yours,

Ken Avann
CSRA
Canadian Snowcross Racing

Stats Source:
International Snowmobile Association
www.snowmobile.org

www.snowcross.com