



January 6th, 2017

Dear Council Members,

Woofstock, North America's Largest Festival for Dogs, is celebrating it's 14th year! Since it's inception, the festival has welcomed upwards of a million people to celebrate all things canine and the love we share for them. Woofstock takes place at Woodbine Park, Toronto, on Saturday May 27th (10:00 am – 6:00 pm) & Sunday May 28th, 2017 (10:00 am – 5:00 pm).

Woofstock is a high energy entertainment and consumer show with more than 150 businesses offering the latest in every conceivable doggie indulgence, spanning the gamut from artistic to zany - everything that a cool canine would need to live in this dog-eat-dog world. Awarded the Best Festival in Canada in 2014 by Canadian Special Events, the festival had it's humble beginning in the Distillery District, then moving to the St. Lawrence Market Neighbourhood and has grown so much that it has expanded to Woodbine Park in the Beaches.

In 2016, we welcomed thousands of dog lovers and their canine companions whom enjoyed activities such as lure courses, dock diving, disc dogs, fashion shows, costume competitions, speakers series and the all new Children's activity village, where families took part in lessons on responsible dog ownership and dog safety for kids

One of the fundamentals of Woofstock is to give back to the community. This is why the festival donates over 20 spaces to the Rescue Village, an area with many different rescue groups. We also collect donations at the entrance to give to a charity of choice.

The 2017 Woofstock festival is set to be the best one yet as we are introducing the Woofstock Games, an Olympic style sporting competition for dogs. This international competition will draw tourists from all over Canada and the United States to the City of Toronto. We are creating Woofstock PAWsports, which are tourism packages that will promote local hotels, restaurants and tourist attractions for visitors to partake in while they are visiting Toronto. We are working hard to enhance the festival combined with strong programming and an international marketing campaign, we know this festival will draw the crowds!

We kindly request your support of one of Toronto's most established and beloved festivals, and award Woofstock, the status of Event of Municipal Significance. Please contact us directly at 416-234-WOOF (9663) or by email at info@woofstock.ca, if you have any questions.

Thank you,

Teanna Lindsay
Michael DiSchiavo
Owners of Woofstock

