



December 8th, 2017

Dear Council Members,

Woofstock, North America's Largest Festival for Dogs, is celebrating its 15th year on Saturday May 26th & Sunday May 27th, 2018 at Woodbine Park in the Beaches! Since its inception, the festival has welcomed upwards of a million people to celebrate all things canine and the love we share for them.

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 its 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.

One of the fundamentals of Woofstock is to give back to the community. In 2017 the festival donated over \$25,000 to rescue organisations and donated booth spaces to the Rescue Village, an area with many different rescue groups. We also welcomed thousands of dog lovers and their canine companions whom enjoyed activities such as lure courses, doggie surfing, 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

With the introduction of the Woofstock Games, an Olympic style sporting competition for dogs, we saw competitors from all over Canada and the United States to the City of Toronto. With our tourism packages we are able to promote local hotels, restaurants and tourist attractions for visitors to partake in while visiting the City of Toronto. Included in this package was dog daycare/overnight accommodations to give visitors an option to have their pups taken care of while they explore our beautiful city!

The celebration of 15 years of an established festival within the City of Toronto is a testament to the love that citizens and tourists of the city have for their dogs and this year will be our biggest year yet! 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